

Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:

Cypress Semiconductor, Minnesota
2401 East 86th Street, Bloomington, MN 55425

Primary Contact's Name:

Mark Ward, maw@cypress.com
Brad Ferguson, baf@cypress.com

Contact Information (Address, Phone, Email):

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

Cypress Semiconductor designs, manufactures, and sells leading-edge microelectronic chips to commercial, industrial, and defense markets. The site in Bloomington is the company's main wafer fabrication facility, where microchips are fabricated from silicon wafers into high-performance electronic devices.

Cypress has owned and operated the facility on E. 86th Street since 1991, when it was purchased from VTC, a spin-off company of Control Data Corporation, and this site is one of the many lasting legacies from CDC's presence in the region. The capital investment Cypress has made into the site is enormous, well in excess of \$850M to enable state-of-the-art manufacturing with a cost structure competitive with similar Asian manufacturing fabs.

DESCRIBE YOUR LONG RANGE VISION for the SOUTH LOOP

Describe your connection to the South Loop. Do you or will you own or manage property there? Is your business located there? Do you have a strong historical connection to the South Loop? When you think of the South Loop of the future, describe what you hope it's like.

Cypress shares many strong connections with the South Loop that have been formed over the 23+ years we have operated our facility there, including providing employment, financial ties, and strong environmental stewardship.

The site employs nearly 400 people with high-paying jobs and a strong benefits package, at a time when manufacturing is disappearing overseas Cypress has continued to invest and commit to competitive US manufacturing. Additionally, we have partnered with the City and local agencies to facilitate growth and infrastructure modifications such as converting the site to a different electrical feed strategy to improve costs and efficiency.

Cypress has demonstrated a commitment to Environmental Management through extensive energy efficiency projects including energy recovery projects that lowered our gas bill from \$1M annually to <\$250K and enabled effectively zero natural gas use for heating in the winter months (!). Additionally, the wastewater that is discharged from our site into the Minnesota River Valley is considered drinking water grade, and local water quality agencies consider this a benefit when mixing our waste stream from surface runoff from the South Loop.

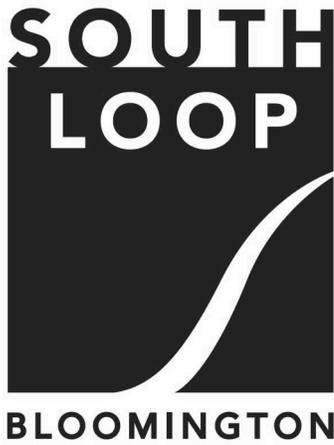


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There are many possible ways to utilize our location to maximize exposure to a placemaking effort. One idea would be to use the Old Shakopee frontage for creative sculpture as a transition into the South Loop district for travelers coming from the south. Another area to focus on is the entrance to the Bass Ponds Wildlife Preserve, which is directly adjacent to the Cypress property. Example projects would be to use the north facility wall for a mural, or place statues or other creative, interactive pieces in the green space at the end of the E. 86th Street cul-de-sac.

Another idea might be to incorporate the rich history of the land where Cypress is situated. The building backs up to the river



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:

Three Rivers Park District

Primary Contact's Name:

Judy McDowell, Strategic Initiatives Manager

Contact Information (Address, Phone, Email):

3000 Xenium Lane North
Plymouth, MN 55441
763.695.7633
jmcdowell@threeriversparkdistrict.org

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

Three Rivers Park District is a special park district established by the Minnesota State Legislature in 1957. Three Rivers encompasses suburban Hennepin County, along with parks in five other counties.

The mission of the Three Rivers is to promote environmental stewardship through recreation and education in a natural resources based park system. The park district is responsible for the stewardship of 27,000 acres of parkland which annually attracts over 6 million visitors, and 130+ miles of regional trails with over 4 million annual visits.

Three Rivers is an active partner with the City of Bloomington, co-managing Hyland-Bush Anderson Park Reserve in west Bloomington, and collaborating on the Intercity and Nine Mile Creek Regional Trails in the South Loop area.



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Nine Mile Creek Regional Trail will run east/west across the northern area of the South Loop. In its current form, Nine Mile Creek Regional Trail travels along American Boulevard and can be characterized as a wide concrete sidewalk in an urban area consisting of big box retailers like Ikea, and large open parking lots. As envisioned, the Trail will integrate into the redevelopment of South Loop, providing both a functional connection and opportunity to re-create, or recreate. The themes of the trail reflect the desire to connect people to the outdoors, to inspire people to recreate, and to create a vibrant place.

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The trail offers an opportunity to artistically explore harmony, balance and rhythm. Perhaps the most unique aspect of the trail as a base for an artistic medium is the nature of use of the trail – people are in motion, they have their own rhythm. The challenge is to enhance the trail user's sense of harmony and balance, and their rhythm that they create by using the trail.

Possible ideas include:

Functional art:

- Wayfinding and interpretive signage
- Rest areas: benches, drinking fountains and waste collection
- Shade structures
- Lighting
- Bike repair stations

Visual art:

- Murals on the trail itself
- Wall murals on the side of the trail as it passes under Cedar Ave
- Poetry embedded in the trail
- Sculptures
- Art that utilizes natural materials – twigs, branches, stones, etc.
- Lighting

Kinetic Art:

- Art that moves, makes sounds, or lights up when a bicycle passes by

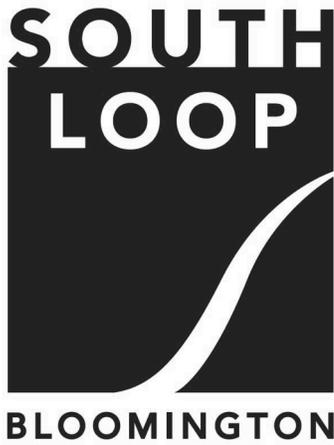
Performance Art:

- Bike choreography
- Dance along the trail
- Solar music/traveling band
- Poetry readings

Other ideas:

- Film/video/electronica/poetry
- Participatory art for trail users

Please complete by June 11th and return to placemaking@btacmn.org



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:
Bloomington Convention and Visitors Bureau

Primary Contact's Name: **Bonnie Carlson, President and CEO**
Jan, Kroells, Vice President of Marketing
Sherri Mullery, Vice President of Business and Foundation Partnerships

Contact Information (Address, Phone, Email):
7900 International Drive, Ste. 990

Bloomington, MN 55425
952-858-8500
Bcarlson@bloomingtonmn.org
jkroells@bloomingtonmn.org
smullery@bloomingtonmn.org

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BLOOMINGTON CONVENTION & VISITORS BUREAU

The Bloomington Convention & Visitors Bureau (Bloomington CVB) is the marketing arm for Bloomington, Minnesota, and aggressively markets the city, area attractions, and the surrounding communities to visitors around the world. Home of Mall of America®, Bloomington is located adjacent to Minneapolis and St. Paul just minutes from the International Airport, and is a premier destination for meetings, conventions and tourism. Bloomington CVB is a non-profit 501C (6).

Clientele

Clientele include meeting and group planners, domestic and international leisure visitors. The Bloomington CVB promotes locally, regionally, national and international to bring visitors to the Bloomington hotels and area attractions.

Bloomington CVB Mission Statement

Market the Bloomington brand with a unified voice to all of its audiences.

Attract & Secure meetings, events and tourism for Bloomington, Minnesota.

Enhance the overall Bloomington experience and contribute to the economic well-being of the city through leadership and innovation in the hospitality industry.



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Bloomington CVB Calls South Loop Home

The Bloomington CVB is located in the International Plaza Building in the South Loop. Prior to that location we were located in the US Bank Building.

Future South Loop

The South Loop can be an easy walkable area with paths, green space and multiple dwelling living spaces. Enjoy panoramic views from living spaces near the Minnesota Valley National Wildlife Refuge and view over 200 species of birds. A nearby grocery store with a coffee shop and a deli such as Whole Foods would make it a convenient place to live and work without driving a car for workers and residents in the area. A gathering place for concerts and picnics near the light rail station would also be nice. Also, a iconic art Space and art installations would be a nice addition to attract tourists and visitors to the area for photo opportunities and social postings.

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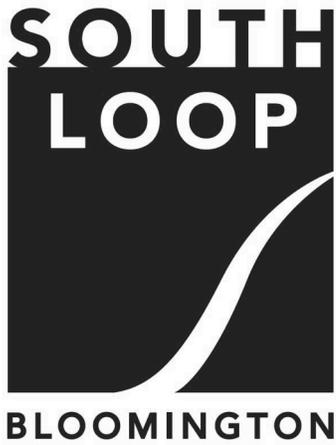
Examples:

Creative placemaking in other cities that have been admired and been used in international programs and sport broadcasts to embed a memory of the city. An example is the Gateway Arch in St. Louis, MO, Spoonbridge and Cherry sculpture, the Arts in the Parks program in NYC. <http://www.nycgovparks.org/art>

Benefits:

Mall of America receives 40 million visitors a year and this is a wonderful opportunity to invite them to enjoy the entire South Loop area for exercise, reflection, tranquility, exploration of nature. It will also benefit the employees who work in the area, local residents, general public, tourists and families.

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Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name: **City of Bloomington Port Authority**

Primary Contact's Name: **Larry Lee, Schane Rudlang and Julie Farnham**

Contact Information (Address, Phone, Email): **1800 West Old Shakopee Road, Bloomington, MN, 55431**

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

The Bloomington Port Authority is a redevelopment organization for the City of Bloomington. Our main focus in South Loop is to redevelop property in accordance with the South Loop District Plan. We work with landowners and developers to achieve the goals set forth in the district plan, and own property in South Loop.

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The Bloomington Port Authority is the main redevelopment organization for the City and concentrates its activities in the South Loop area. The Port owns property along Lindau Lane near the Mall of America. Some parcels are being redeveloped currently, while others will be available in 2015 and 2018. Currently, the Port has one 4.5 acre site in that will be redeveloped in 2015, and another collection of sites totaling 13 acres available in 2018. These could be sites for placemaking.

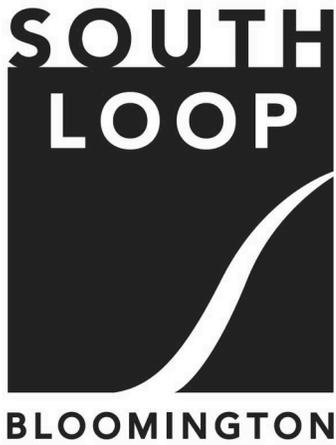


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When the Port sells parcels for redevelopment, public art is usually part of the proposed redevelopment. For example, a public plaza with a sculpture will be built on one of the parcels the Port is redeveloping at the intersection of 24th Avenue and Lindau Lane. The public, and in particular pedestrians, are the intended audience for the permanent installations that the Port would be most interested in. The aforementioned plaza could host (small) performances, and construction of developments could be sites for temporary installations like construction fences.

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Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:

McGough

Primary Contact's Name:

Mark Fabel

Contact Information (Address, Phone, Email):

2737 Fairview Avenue North

Roseville, MN 55113

651-248-3024

mfabel@mcgough.com

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

McGough is a commercial construction and full-service real estate firm headquartered in St. Paul, Minnesota with branch offices in St. Cloud, Duluth, and Rochester, Minnesota; Cedar Rapids, Iowa; and Phoenix, Arizona.

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McGough owns and is redeveloping a 50 acre site within the South Loop District called Bloomington Central Station.

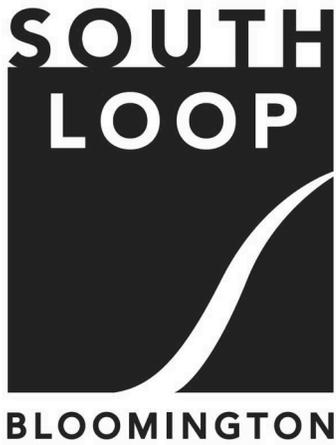
Bloomington Central Station (BCS) is the first master-planned transit-oriented development in Minnesota. Built on a 50 acre site, with the Mall of America and the Minneapolis-Saint Paul International Airport as near-neighbors and the **Hiawatha Line** at its doorstep, this development will be comprised of 1,100 housing units; a corporate hotel; nearly two million square feet of new office space in addition to the renovated HealthPartners headquarters; and 70,000 square feet of neighborhood retail amenities. The light rail station and the signature central park are major public elements of the site plan, which emphasizes a safe, pedestrian-friendly, walkable, 24-hour, mixed use, sustainable environment.



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When people enter the South Loop District we hope they are able to see, experience or recognized that Art is around them and within the District. We hope that some of the public art or placemaking opportunities will make a big and lasting impact in and on the District.



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:

HealthPartners
HealthPartners yumPower

Primary Contact's Name:

DeDee Varner, HealthPartners Community Relations Manger
Contact Information (Address, Phone, Email):

8170 33rd Ave South
Bloomington, MN 55425
952-883-5184
deanna.d.varner@healthpartners.com

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

About HealthPartners: Founded in 1957, HealthPartners is the largest consumer-governed, non-profit health care organization in the nation. It is dedicated to improving the health of its members, patients and the community. HealthPartners provides a full-range of health plan services including insurance, administration and health and well-being programs. Since its combination with Park Nicollet in 2013, its care system includes more than 1,700 physicians; seven hospitals; 52 primary care clinics; 22 urgent care locations; and numerous specialty practices in Minnesota and western Wisconsin

About HealthPartners yumPower: Eating more fruits and vegetables, getting regular exercise, drinking in moderation and quitting smoking all play a big role in health and health care costs. HealthPartners wants to do its part to help people live healthy lives, so three years ago we launched yumPower, a new initiative to grow a social movement around eating better. yumPower.com



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The HealthPartners Corporate offices are located in the South Loop at 8170 33rd Ave South adjacent to Reflections Condos. We have approximately 2,500 employees who work at this campus. The property is managed by McGough.

Healthy living doesn't need to be hard. In fact, small changes can make a big difference. Four behaviors can help each person prevent disease and live longer:

- Eat smart
- Be tobacco Free
- Get Moving
- Rethink drinking

Let's create an environment in the South Loop which encourages these healthy behaviors! A positive environment, not shaming.

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We would encourage artists to incorporate healthy lifestyle habits or the 5-2-1-0 motto:

- 5 Eat 5 or more fruits and veggies a day
- 2 Limit screen time to 2 or less hours per day
- 1 Get 1 or more hours of physical activity each day
- 0 Cut back your sugary beverages to 0. Drink water and milk!

Potential ideas:

Install picnic tables with built in "table talk" message. Mealttime is a great time for fun family chatter.

What's your favorite green fruit or veggie?

What's your favorite childhood memory?

What's your favorite way to be active and why?

If you couldn't watch TV, play video games or use a cell phone or computer for a week, how would you spend that time?

etc

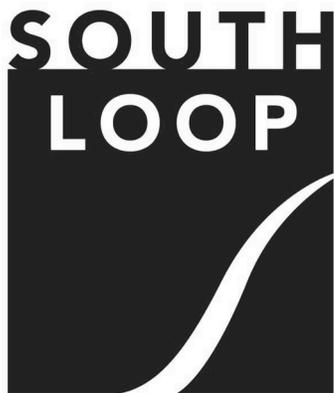
Light posts shaped as fruits and vegetables – Get your 5

Pathways that are inviting and get people walking down to the Minnesota Wildlife refuge. Perhaps install markers on the way which indicate number of steps taken to that point.

Encouraging words in the environment to encourage activity– "Persons who use public transportation on average get 20 more minutes of activity per day than those who don't." etc

Creative bike rack and storage lockers to encourage biking to work.

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BLOOMINGTON

Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:
**Minnesota Valley National Wildlife Refuge
U.S. Fish and Wildlife Service**

Primary Contact's Name:
**Tim Bodeen
Refuge Manager**

Contact Information (Address, Phone, Email):
**3815 American Boulevard East
Bloomington, MN 55425
(952) 858-0701
tim_bodeen@fws.gov**

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

Minnesota Valley National Wildlife Refuge is operated by the U.S. Fish and Wildlife Service, the premier federal agency charged with protecting and enhancing America's fish, wildlife, plants, and their habitats. Minnesota Valley National Wildlife Refuge was established in 1976, born out of citizen concern and created to provide habitat for a large number of migratory waterfowl, fish, and other wildlife species threatened by commercial and industrial development, and to provide environmental education, wildlife recreational opportunities, and interpretive programming for Twin Cities residents.

The refuge is part of a corridor of land and water stretching nearly 70 miles along the Minnesota River from Bloomington to Henderson, Minnesota. Comprised of more than 16,000 acres, the refuge has multiple units, offering a variety of free outdoor recreational experiences for individuals and families. Minnesota Valley National Wildlife Refuge also manages a 14 county Wetland Management District.

Refuge lands range from urban to rural, providing visitors a unique opportunity to enjoy wildlife related recreation in the shadows of skyscrapers and grain elevators. The refuge provides valuable habitat for a diversity of waterfowl and other migratory birds, fish and resident wildlife. It's a place where coyotes, bald eagles, prothonotary warblers and trout live next door to more than three million people.

Each year the Refuge welcomes over 280,000 visitors (local and out of town) who participate in a wide variety of recreational activities, including hunting, fishing, wildlife observation, nature photography, interpretation and environmental education.



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Minnesota Valley National Wildlife Refuge is in a prime location to be an integral part of the South Loop. One of our goals is to reach out to our urban neighbors and be a place where people can connect with and engage in nature in a sustainable and meaningful way, with the goal of improving natural resource conservation awareness, encouraging environmental stewardship and simply enjoying the great outdoors.

In simple terms, we want to inspire people to be outside and enjoy nature. We want to be a place where visitors connect to the great outdoors; whether meeting for a morning workout (run/walk/yoga), viewing the nature art gallery inside the Bloomington Education and Visitor Center, watching birds on the trail, or participating in a refuge education program.

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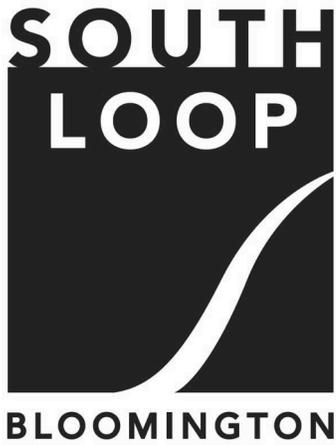
Our vision for the creative placemaking project at the refuge is an idea that

- **Inspires visitors to connect with nature;**
- **Is interactive and hands-on (rather than something that people look at from afar);**
- **Adds vibrancy and energy to the refuge, and draws in new audiences; and**
- **Is relevant to the urban community, yet fits with our refuge mission and purpose.**

We are open to any ideas, but in brainstorming, some possibilities that interested us included (in no particular order)

- **Creating an outdoor theater where the Refuge could present programs or host intimate plays, concerts, performances.**
- **Sculptures incorporated into a refuge trail (native wildlife or plants)**
- **A graphic screen/mural on a sound barrier fence, property line, or visitor center wall.**
- **A short film that includes diverse faces, is relevant to an urban audience, and orients visitors to the refuge and recreational opportunities**
- **Enhancement of our existing outside amphitheater or visitor center space to be more welcoming and relevant to urban audiences**
- **Creation of a nature play area that provides hands-on nature experiences for young visitors and families**

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Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name: Mall of America

Primary Contact's Name: Dan Jasper/Sara Durhman

Contact Information (Address, Phone, Email):

60 East Broadway; Bloomington MN 55425

Dan Jasper; 952-883-8829 dan.jasper@moa.net

Sara Durhman; 952-883-8845 sara.durhman@moa.net

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Mall of America is the nation's largest retail and entertainment complex. At 4.87 million square feet, MOA is home to more than 520 world-class shops; Nickelodeon Universe, the nation's largest indoor family theme park; EMS entertainment Exhibit Center; SEA LIFE Minnesota Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America; Radisson Blu Mall of America, a 500-room hotel connected by skyway to the Mall. The Mall opened in August of 1992 and is located in South Loop area of Bloomington, Minn. The Mall is currently undergoing a \$325 million expansion project on all three levels on the north side. The expansion will include a 342-room JW Marriott hotel, office tower, high-end retailers, new dining options, a tourist welcome center and large event space.

Clients: The Mall welcomes more than 42 million visitors each year. 60% of visitors are "local" meaning within a 150 mile radius. 40% of visitors are from other states/nations. Roughly 3 million visitors are international guests. All ages, income levels and demographics are represented.



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Mall of America is fortunate to be located in a great city – Bloomington, Minn. – and to “anchor” the South Loop area on the west side. We see South Loop as becoming a higher-density demonstration area where living, working, celebrating and shopping can be a world class experience for local residents and guests from around the world. The Mall does have a strong historical connection. It is celebrating 22 years in Bloomington, but the Mall occupies the former site of Metropolitan Stadium – long-time home to the Minnesota Twins, Vikings and North Stars.

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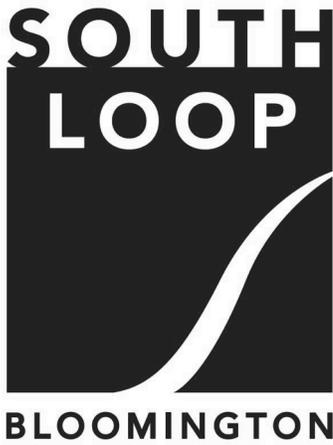
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We are open to any artist/creative person to present ideas to Mall of America. Permanent/long-term installations might be nice – such as a sculpture, etc. However, performance art, temporary art, citizen-participation art would all be possibilities.

One of the unique aspects of Mall of America is that it continually grows, evolves and changes. This can create many opportunities for art within the Mall proper as well as on its property.

Our hope for South Loop would be that within 5-10 years all visitors to Minnesota leave with a photo/impression of some work of art in the South Loop (rather than the cherry on spoon sculpt).

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Cypress shares many strong connections with the South Loop that have been formed over the 23+ years we have operated our facility there, including providing employment, financial ties, and strong environmental stewardship.

The site employs nearly 400 people with high-paying jobs and a strong benefits package, at a time when manufacturing is disappearing overseas Cypress has continued to invest and commit to competitive US manufacturing. Additionally, we have partnered with the City and local agencies to facilitate growth and infrastructure modifications such as converting the site to a different electrical feed strategy to improve costs and efficiency.

Cypress has demonstrated a commitment to Environmental Management through extensive energy efficiency projects including energy recovery projects that lowered our gas bill from \$1M annually to <\$250K and enabled effectively zero natural gas use for heating in the winter months (!). Additionally, the wastewater that is discharged from our site into the Minnesota River Valley is considered drinking water grade, and local water quality agencies consider this a benefit when mixing our waste stream from surface runoff from the South Loop.

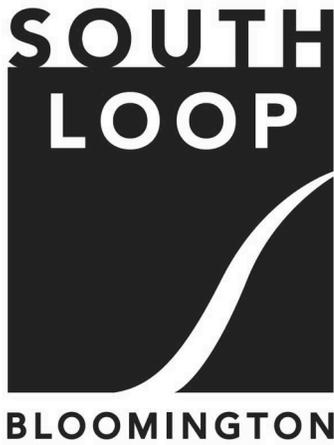


CAN YOU SHARE ANY CREATIVE PLACEMAKING IDEAS?

How might artists and other creative people be able to help transform the South Loop to bring about your vision of the future? Are you familiar with any creative placemaking efforts, public art, or artistic community events that you've seen that are exciting to you? (including events, permanent public art, or temporary creative interventions) Who will benefit from any projects you might host in the South Loop in partnership with an artist or designer? (Your employees, visitors, clients, the general public, wildlife, etc)

There are many possible ways to utilize our location to maximize exposure to a placemaking effort. One idea would be to use the Old Shakopee frontage for creative sculpture as a transition into the South Loop district for travelers coming from the south. Another area to focus on is the entrance to the Bass Ponds Wildlife Preserve, which is directly adjacent to the Cypress property. Example projects would be to use the north facility wall for a mural, or place statues or other creative, interactive pieces in the green space at the end of the E. 86th Street cul-de-sac.

Another idea might be to incorporate the rich history of the land where Cypress is situated. The building backs up to the river



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:

Three Rivers Park District

Primary Contact's Name:

Judy McDowell, Strategic Initiatives Manager

Contact Information (Address, Phone, Email):

3000 Xenium Lane North
Plymouth, MN 55441
763.695.7633
jmcdowell@threeriversparkdistrict.org

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

Three Rivers Park District is a special park district established by the Minnesota State Legislature in 1957. Three Rivers encompasses suburban Hennepin County, along with parks in five other counties.

The mission of the Three Rivers is to promote environmental stewardship through recreation and education in a natural resources based park system. The park district is responsible for the stewardship of 27,000 acres of parkland which annually attracts over 6 million visitors, and 130+ miles of regional trails with over 4 million annual visits.

Three Rivers is an active partner with the City of Bloomington, co-managing Hyland-Bush Anderson Park Reserve in west Bloomington, and collaborating on the Intercity and Nine Mile Creek Regional Trails in the South Loop area.



DESCRIBE YOUR LONG RANGE VISION for the SOUTH LOOP

Describe your connection to the South Loop. Do you or will you own or manage property there? Is your business located there? Do you have a strong historical connection to the South Loop? When you think of the South Loop of the future, describe what you hope it's like.

Nine Mile Creek Regional Trail will run east/west across the northern area of the South Loop. In its current form, Nine Mile Creek Regional Trail travels along American Boulevard and can be characterized as a wide concrete sidewalk in an urban area consisting of big box retailers like Ikea, and large open parking lots. As envisioned, the Trail will integrate into the redevelopment of South Loop, providing both a functional connection and opportunity to re-create, or recreate. The themes of the trail reflect the desire to connect people to the outdoors, to inspire people to recreate, and to create a vibrant place.

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The trail offers an opportunity to artistically explore harmony, balance and rhythm. Perhaps the most unique aspect of the trail as a base for an artistic medium is the nature of use of the trail – people are in motion, they have their own rhythm. The challenge is to enhance the trail user's sense of harmony and balance, and their rhythm that they create by using the trail.

Possible ideas include:

Functional art:

- Wayfinding and interpretive signage
- Rest areas: benches, drinking fountains and waste collection
- Shade structures
- Lighting
- Bike repair stations

Visual art:

- Murals on the trail itself
- Wall murals on the side of the trail as it passes under Cedar Ave
- Poetry embedded in the trail
- Sculptures
- Art that utilizes natural materials – twigs, branches, stones, etc.
- Lighting

Kinetic Art:

- Art that moves, makes sounds, or lights up when a bicycle passes by

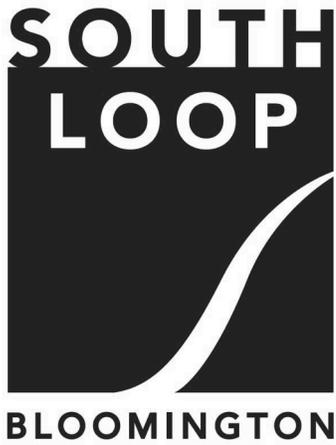
Performance Art:

- Bike choreography
- Dance along the trail
- Solar music/traveling band
- Poetry readings

Other ideas:

- Film/video/electronica/poetry
- Participatory art for trail users

Please complete by June 11th and return to placemaking@btacmn.org



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name: **City of Bloomington Port Authority**

Primary Contact's Name: **Larry Lee, Schane Rudlang and Julie Farnham**

Contact Information (Address, Phone, Email): **1800 West Old Shakopee Road, Bloomington, MN, 55431**

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

The Bloomington Port Authority is a redevelopment organization for the City of Bloomington. Our main focus in South Loop is to redevelop property in accordance with the South Loop District Plan. We work with landowners and developers to achieve the goals set forth in the district plan, and own property in South Loop.

DESCRIBE YOUR LONG RANGE VISION for the SOUTH LOOP

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The Bloomington Port Authority is the main redevelopment organization for the City and concentrates its activities in the South Loop area. The Port owns property along Lindau Lane near the Mall of America. Some parcels are being redeveloped currently, while others will be available in 2015 and 2018. Currently, the Port has one 4.5 acre site in that will be redeveloped in 2015, and another collection of sites totaling 13 acres available in 2018. These could be sites for placemaking.

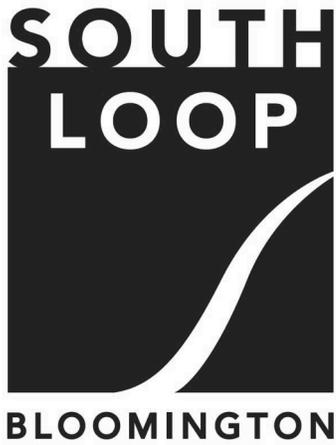


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When the Port sells parcels for redevelopment, public art is usually part of the proposed redevelopment. For example, a public plaza with a sculpture will be built on one of the parcels the Port is redeveloping at the intersection of 24th Avenue and Lindau Lane. The public, and in particular pedestrians, are the intended audience for the permanent installations that the Port would be most interested in. The aforementioned plaza could host (small) performances, and construction of developments could be sites for temporary installations like construction fences.

Please complete by June 11th and return to placemaking@btacmn.org



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:

HealthPartners
HealthPartners yumPower

Primary Contact's Name:

DeDee Varner, HealthPartners Community Relations Manger
Contact Information (Address, Phone, Email):

8170 33rd Ave South
Bloomington, MN 55425
952-883-5184
deanna.d.varner@healthpartners.com

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

About HealthPartners: Founded in 1957, HealthPartners is the largest consumer-governed, non-profit health care organization in the nation. It is dedicated to improving the health of its members, patients and the community. HealthPartners provides a full-range of health plan services including insurance, administration and health and well-being programs. Since its combination with Park Nicollet in 2013, its care system includes more than 1,700 physicians; seven hospitals; 52 primary care clinics; 22 urgent care locations; and numerous specialty practices in Minnesota and western Wisconsin

About HealthPartners yumPower: Eating more fruits and vegetables, getting regular exercise, drinking in moderation and quitting smoking all play a big role in health and health care costs. HealthPartners wants to do its part to help people live healthy lives, so three years ago we launched yumPower, a new initiative to grow a social movement around eating better. yumPower.com



DESCRIBE YOUR LONG RANGE VISION for the SOUTH LOOP

Describe your connection to the South Loop. Do you or will you own or manage property there? Is your business located there? Do you have a strong historical connection to the South Loop? When you think of the South Loop of the future, describe what you hope it's like.

The HealthPartners Corporate offices are located in the South Loop at 8170 33rd Ave South adjacent to Reflections Condos. We have approximately 2,500 employees who work at this campus. The property is managed by McGough.

Healthy living doesn't need to be hard. In fact, small changes can make a big difference. Four behaviors can help each person prevent disease and live longer:

- Eat smart
- Be tobacco Free
- Get Moving
- Rethink drinking

Let's create an environment in the South Loop which encourages these healthy behaviors! A positive environment, not shaming.

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We would encourage artists to incorporate healthy lifestyle habits or the 5-2-1-0 motto:

- 5 Eat 5 or more fruits and veggies a day
- 2 Limit screen time to 2 or less hours per day
- 1 Get 1 or more hours of physical activity each day
- 0 Cut back your sugary beverages to 0. Drink water and milk!

Potential ideas:

Install picnic tables with built in "table talk" message. Mealttime is a great time for fun family chatter.

What's your favorite green fruit or veggie?

What's your favorite childhood memory?

What's your favorite way to be active and why?

If you couldn't watch TV, play video games or use a cell phone or computer for a week, how would you spend that time?

etc

Light posts shaped as fruits and vegetables – Get your 5

Pathways that are inviting and get people walking down to the Minnesota Wildlife refuge. Perhaps install markers on the way which indicate number of steps taken to that point.

Encouraging words in the environment to encourage activity– "Persons who use public transportation on average get 20 more minutes of activity per day than those who don't." etc

Creative bike rack and storage lockers to encourage biking to work.

Please complete by June 11th and return to placemaking@btacmn.org



BLOOMINGTON

Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name:
**Minnesota Valley National Wildlife Refuge
U.S. Fish and Wildlife Service**

Primary Contact's Name:
**Tim Bodeen
Refuge Manager**

Contact Information (Address, Phone, Email):
**3815 American Boulevard East
Bloomington, MN 55425
(952) 858-0701
tim_bodeen@fws.gov**

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

Minnesota Valley National Wildlife Refuge is operated by the U.S. Fish and Wildlife Service, the premier federal agency charged with protecting and enhancing America's fish, wildlife, plants, and their habitats. Minnesota Valley National Wildlife Refuge was established in 1976, born out of citizen concern and created to provide habitat for a large number of migratory waterfowl, fish, and other wildlife species threatened by commercial and industrial development, and to provide environmental education, wildlife recreational opportunities, and interpretive programming for Twin Cities residents.

The refuge is part of a corridor of land and water stretching nearly 70 miles along the Minnesota River from Bloomington to Henderson, Minnesota. Comprised of more than 16,000 acres, the refuge has multiple units, offering a variety of free outdoor recreational experiences for individuals and families. Minnesota Valley National Wildlife Refuge also manages a 14 county Wetland Management District.

Refuge lands range from urban to rural, providing visitors a unique opportunity to enjoy wildlife related recreation in the shadows of skyscrapers and grain elevators. The refuge provides valuable habitat for a diversity of waterfowl and other migratory birds, fish and resident wildlife. It's a place where coyotes, bald eagles, prothonotary warblers and trout live next door to more than three million people.

Each year the Refuge welcomes over 280,000 visitors (local and out of town) who participate in a wide variety of recreational activities, including hunting, fishing, wildlife observation, nature photography, interpretation and environmental education.



DESCRIBE YOUR LONG RANGE VISION for the SOUTH LOOP

Describe your connection to the South Loop. Do you or will you own or manage property there? Is your business located there? Do you have a strong historical connection to the South Loop? When you think of the South Loop of the future, describe what you hope it's like.

Minnesota Valley National Wildlife Refuge is in a prime location to be an integral part of the South Loop. One of our goals is to reach out to our urban neighbors and be a place where people can connect with and engage in nature in a sustainable and meaningful way, with the goal of improving natural resource conservation awareness, encouraging environmental stewardship and simply enjoying the great outdoors.

In simple terms, we want to inspire people to be outside and enjoy nature. We want to be a place where visitors connect to the great outdoors; whether meeting for a morning workout (run/walk/yoga), viewing the nature art gallery inside the Bloomington Education and Visitor Center, watching birds on the trail, or participating in a refuge education program.

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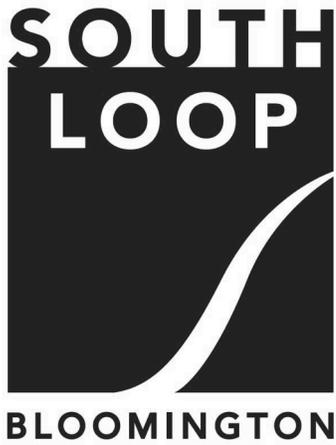
Our vision for the creative placemaking project at the refuge is an idea that

- **Inspires visitors to connect with nature;**
- **Is interactive and hands-on (rather than something that people look at from afar);**
- **Adds vibrancy and energy to the refuge, and draws in new audiences; and**
- **Is relevant to the urban community, yet fits with our refuge mission and purpose.**

We are open to any ideas, but in brainstorming, some possibilities that interested us included (in no particular order)

- **Creating an outdoor theater where the Refuge could present programs or host intimate plays, concerts, performances.**
- **Sculptures incorporated into a refuge trail (native wildlife or plants)**
- **A graphic screen/mural on a sound barrier fence, property line, or visitor center wall.**
- **A short film that includes diverse faces, is relevant to an urban audience, and orients visitors to the refuge and recreational opportunities**
- **Enhancement of our existing outside amphitheater or visitor center space to be more welcoming and relevant to urban audiences**
- **Creation of a nature play area that provides hands-on nature experiences for young visitors and families**

Please complete by June 11th and return to placemaking@btacmn.org



Project Host Information Creative Placemaking in the South Loop

Your Organization/Business/Agency Name: Mall of America

Primary Contact's Name: Dan Jasper/Sara Durhman

Contact Information (Address, Phone, Email):

60 East Broadway; Bloomington MN 55425

Dan Jasper; 952-883-8829 dan.jasper@moa.net

Sara Durhman; 952-883-8845 sara.durhman@moa.net

TELL US ABOUT YOUR ORGANIZATION:

Please tell us about your agency, business, or organization. Who do you serve? Who is your clientele? What is your mission, if applicable?

Mall of America is the nation's largest retail and entertainment complex. At 4.87 million square feet, MOA is home to more than 520 world-class shops; Nickelodeon Universe, the nation's largest indoor family theme park; EMS entertainment Exhibit Center; SEA LIFE Minnesota Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America; Radisson Blu Mall of America, a 500-room hotel connected by skyway to the Mall. The Mall opened in August of 1992 and is located in South Loop area of Bloomington, Minn. The Mall is currently undergoing a \$325 million expansion project on all three levels on the north side. The expansion will include a 342-room JW Marriott hotel, office tower, high-end retailers, new dining options, a tourist welcome center and large event space.

Clients: The Mall welcomes more than 42 million visitors each year. 60% of visitors are "local" meaning within a 150 mile radius. 40% of visitors are from other states/nations. Roughly 3 million visitors are international guests. All ages, income levels and demographics are represented.



DESCRIBE YOUR LONG RANGE VISION for the SOUTH LOOP

Describe your connection to the South Loop. Do you or will you own or manage property there? Is your business located there? Do you have a strong historical connection to the South Loop? When you think of the South Loop of the future, describe what you hope it's like.

Mall of America is fortunate to be located in a great city – Bloomington, Minn. – and to “anchor” the South Loop area on the west side. We see South Loop as becoming a higher-density demonstration area where living, working, celebrating and shopping can be a world class experience for local residents and guests from around the world. The Mall does have a strong historical connection. It is celebrating 22 years in Bloomington, but the Mall occupies the former site of Metropolitan Stadium – long-time home to the Minnesota Twins, Vikings and North Stars.

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We are open to any artist/creative person to present ideas to Mall of America. Permanent/long-term installations might be nice – such as a sculpture, etc. However, performance art, temporary art, citizen-participation art would all be possibilities.

One of the unique aspects of Mall of America is that it continually grows, evolves and changes. This can create many opportunities for art within the Mall proper as well as on its property.

Our hope for South Loop would be that within 5-10 years all visitors to Minnesota leave with a photo/impression of some work of art in the South Loop (rather than the cherry on spoon sculpt).

Please complete by June 11th and return to placemaking@btacmn.org