



COMMUNITY CULTURE: WHAT MAKES US INTERESTING

Why This Matters For Sartell: Be Unique



Sartell values a rich cultural life; it is part of what makes Sartell attractive to residents and businesses. Therefore, the City's support for arts and culture is aimed at creating a place and a vibe that is conducive to both economic and community development. The City hosts around 40 events each year that are varied and attract a wide range of people. The events are a promotional tool that helps create and mold the City's image and reputation. Most of the events involve collaborating with service organizations, businesses, and churches.

Sartell believes it can and should be a model community. A key factor in taking Sartell to that next level, in achieving that kind of quality of life, is a new commitment to the arts. Public art not only enhances and defines public spaces, but also creates

a broader sense of identity, initiates conversations, and is accessible to everyone. It seems the population of Sartell has a healthy appetite for arts, culture, and events. Participants in the various input sessions were supportive of an approach to the arts and very enthusiastic about the many events on tap.

COMMUNITY CULTURE GOALS

GOAL 1: OFFER A WIDE & DIVERSE ARRAY OF LOCAL EVENTS

Events provide opportunities that help build a sense of community, display local and regional talent, contribute to the economy of the community, and establish an active downtown. In addition to attracting residents, they draw first-time and returning visitors to Sartell, making them a powerful platform for word-of-mouth publicity. Build upon the success of a Town Center Park by further diversifying the event calendar and trying new ideas to foster an even stronger community spirit in Sartell.

Potential Strategies May Include These And Other Future Cool Ideas:

1.1 Organize a Broader Range of Cultural Events

Further, expand concert offerings and movies (some foreign!) to appeal to different age groups and shake up the current slate of events.

1.2 Encourage & Support Multicultural Events

Welcome more multi-cultural events and seek ways to bridge cultural differences through shared use of our parks. Help promote multi-cultural events in local businesses and through social media.



1.3. Allow Teen Events In Future Town Center Park

Teens have performance spaces in their schools, but local youth are seeking additional opportunities to express themselves. Encourage teen performances, talent shows, and battle of the bands contests in the parks. Allow teens the opportunity to program the event stage a few times a year.

GOAL 2: CAPITALIZE ON THE CITY'S RICH CULTURAL ASSETS

Sartell's interest in arts and culture has grown over the past decade. Fortunately, at this point, Sartell has much interest to build upon. Embrace and take

advantage of local assets like the Paramount Art/Theater and existing cultural festivals. Ensure that these local gems are included in marketing materials and seek ways to turn further up the volume on local culture.

Potential Strategies May Include These And Other Future Cool Ideas:

2.1 Promote Local Performing Art Programs

2.2 Integrate Art into Local Festivals

Seek ways to integrate art into local events. Commission artists to create cost-effective installations during major events like Summerfest and reach out to local artists to design flyers and other material to help promote events.

2.3 Explore The Feasibility Of A Performing Arts Venue In The Sartell High School For Community Theater, Community Choir, etc.

Many area arts organizations are dedicated to the performing arts. These organizations also are looking for broader opportunities to show what they can do. These organizations should explore the feasibility of creating a small, indoor performing arts venue. In the meantime, work with them to promote the use of the event stage by local performing arts organizations.

GOAL 3: MAKE PUBLIC ART THE CITY'S ARTS NICHE

Work with various community partners to expand public art offerings throughout Sartell as a means to support the local arts, creatively improve public spaces, and promote the City as a place to live, work, and play.

Potential Strategies May Include These And Other Future Cool Ideas:

3.1 Create a Sculpture Tour Program and Poetry in the Sidewalk

3.2 Locate Public Art throughout the City

Small pieces of art are hidden on the trails and in the parks (GeoCaching). Permanent public art in local parks would further strengthen Sartell's beloved trails and green spaces.

3.3 Support Private Art Installation Efforts

Continue to encourage developers to contribute towards public art. As the economy improves, demonstrate the positive economic value of public art within new developments.

3.4 Develop and Implement A Public Art Master Plan

To coordinate future art installations, develop a public art master plan to guide the type, location, and range of work suitable for Sartell. Seek outside funding to support and maintain major artworks. Develop the arts plan with local artists and consider ways to enhance partnerships between key arts organizations.

3.5 Identify and Fund an Iconic Public Art Piece

Make a statement with art. Go for scale and commission a known artist to put Sartell on the national art map. A large piece could transform the perception of Sartell in the Gateway or further support downtown interest.



3.6 Storefront Art Program

Fill vacant storefronts with art. This helps to keep the storefronts attractive and supports adjacent businesses, in addition to showcasing Sartell's local artistic talent. Consider encouraging the art community and businesses to expand the program to include vacant storefronts throughout the City and challenge local artists to make a bigger statement. Use the whole window, mix mediums, and are noticed. Encourage





artists to develop video art installations at night. Don't just focus on the vacant storefronts, reach out to existing businesses to determine their interest in the program as well.

3.7 Walking Museums

GOAL 4: FOSTER LOCAL ARTS PROGRAMS & VENUES

Strong programs and organizations drive a strong local arts scene. The City is helping to jumpstart the arts by supporting local organizations, but ultimately, non-profits, arts organizations, and civic organizations should play a significant role in sustaining a vibrant visual, literary and performing arts scene. Focus on supporting

and growing local arts programs so that they can expand their reach and influence on the City's art scene.

Potential Strategies May Include These And Other Future Cool Ideas:

4.1 Artist-in-Residency Program

Work with the art's community in the feasibility of a yearly artist-in-residency program would help to establish Sartell on the national arts scene. National recognition brings the opportunity for outside resources and dollars to support the arts.

4.2 Maintain Arts Curriculum in Schools

Reiterate with the area school system and local principals the need to maintain an active arts curriculum in local schools. Support these programs by offering teens in-school arts programs and the opportunity to create public art in Sartell. Organize an art competition for youth to engage them in the arts in Sartell.

4.3 Identify, Recruit, Encourage And Engage The Capacity Of An Arts Organization.

These organizations are volunteer driven. As such, their ability to take on larger initiatives and sustain them is limited to the time volunteers have to donate. Help these organizations recruit more volunteers and provide networking opportunities with art organizations in other cities. Offer staff support for larger projects and help connect these organizations with school art groups.



4.4 Vacant Space to Artists for a Nominal Fee

Commercial space is not making any money for the owner if it is empty. Holding onto vacant space can become costly and ineffective. At the same time, artists often are looking for space in which to work, sell or teach. Explore the possibility of working with local businesses and brokers to offer vacant space to artists for a reduced fee or free in exchange for community arts service. Work with realtors and building owners to overcome the barriers to making this happen. Focus on temporary use (6 months) to allow owners the flexibility to fill the space as the market improves.



GOAL 5: Become an Active Living Community.

Active Living is a way of life that integrates physical activity into daily routines through activities such as biking, walking and/or taking transit to work or school, to do errands, and includes other activities such as playing in the park, walking the dog and gardening. The Center for Disease Control recommends that adults get 30 minutes, and children get 60 minutes, of moderately physical activity per day most days of the week.



Potential Strategies May Include These And Other Future Cool Ideas:

5.1 Establish partnerships with CentraCare, Health Partners, Stearns/Benton County Public Health and other healthcare industry partners to provide, plan, promote and become an active living community.

5.2 Support active living principals that include:

- Physical activity improves health and quality of life in our communities;
- Places should be designed to provide everyone – regardless of age, gender, language, ethnicity, economic status or ability – with a variety of opportunities for safe, convenient, and affordable physical activity;
- Development patterns should encourage mixed uses, compact designs, and a variety of transportation choices that link roads, transit, bicycling and walking;
- Buildings and their landscapes should be designed with features that promote opportunities for active living and active transportation, including highly visible stairs, orientation to streets and sidewalks, bicycle facilities, and transit stops at main building entries; and
- Transportation systems, including transit and trails, should provide safe, convenient, and affordable access to destinations such as housing, employment, schools, and community services.
- Ensure residents have access to healthy, locally-grown food as a strategy.
- Ensure residents have access to health care facilities as a strategy.
- Ensure residents have access clean air and tobacco-free common spaces as a strategy