



Saint Paul's Cultural Destination Areas

Vibrancy. Creative Placemaking. Wealth Creation

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Cultural Destination Areas

Saint Paul's diverse neighborhoods offer destinations where a visitor can experience the cultures of the world and where neighborhood residents, artists and entrepreneurs build community and benefit through jobs and business development.

Mayor Melvin Carter



Cultural Destination Areas



Cultural Destination Areas offer a vibrant, engaging and community centered space where businesses, streets, buildings and other physical spaces are infused with the richness of cultural assets of the area (food, music, art, theater etc).

Cultural Destination Areas Pilot

Four recognizable areas with some history in city plans and documents; three emerging areas.

1. Little Africa
2. Little Mekong
3. Rondo
4. District Del Sol/Westside
5. Eastside
6. North End
7. Shepherd/Davern

Strategy

Invest in the 4 existing models so that they activate their spaces into a more visible cultural destination

Build up the capacity of the 3 emerging areas to become cultural destinations



Three Core Elements of a CDA

Vibrancy

Creative Placemaking

Wealth Creation

Vibrancy



Vibrant, colorful
culturally themed
physical spaces such as
buildings and streets.

Creative Place Making/Destination



Culturally themed place making events such as festivals, pop-up artists, entertainment, food and music, and ethnic markets.

Wealth Building



Leverage the visibility, resources and energy of the Cultural Destination Areas to build income and wealth of residents living in and around these cultural destination areas.

Role of the City and Institutional Partners: Help Build the CDA Platform

Space

Events

Logistics

Marketing

Resources

Cultural Destination Areas Platform

CDA Platform: Examples

Space: Example – Food Truck space at Allianz Field

Events: Integrating CDAs in City Sponsored events

Logistical Support: Providing support such as coordinating meetings

Marketing: Example, integrating with Visit Saint Paul promotions

Resources: City loan and grant programs, zoning and licensing education/support, affordable housing portfolio, opportunity zones etc.

An organization in a CDA can use this platform to create, manage and build a CDA

Progress Update

Integrated into Saint Paul's Destinations

GET CLOSER

Discover inviting areas of the city, each evolving with their own identity and vibe. You'll find history, shopping, international flavors, exciting events—and what Saint Paul's all about.

Downtown
Stroll the river and Science Museum of Minnesota. Hit historic spots around River Park like the Landmark Center. See a show at The Ordway, Hill Theatre or Park Square. Grab a bite at Herbie's, Sakura or The Grill.

Lowertown
Explore The M art museum and Union Depot. Catch music in Mears Park or a ballgame at GHS Field. Taste the fare at the Farmers' Market or in hotspots like Black Dog, Handsome Hog, Saint Dineette or Urban Wok.

West 7th
Wander river trails near Fort Snelling. Taste your way through Keg and Case Market, the old Schmidt Brewery. Grab a bite at Summit, Bad Weather or Walman breweries. Get a bite before Minnesota Wild game in class. Restaurants like Cossetta's and Manini's.

Cathedral Hill
See the Cathedral of Saint Paul and then browse the bakeries and cafes. Relax on outdoor patios at W. Happy Gnome. Dine at Cow or The Commodore. A former haunt of F. Scott Fitzgerald.

Grand & Summit
Find cozy pubs, sidewalk cafes and charming boutiques on Grand Avenue. Stroll stately Summit Avenue for five miles of Victorian architecture and a tour of railroad tycoon James J. Hill's mansion.

District del Sol
This lively stretch on the West Side authentically preserves a longstanding Latino heritage. Get an authentic Mexican experience with lunch and shopping at El Buen Mercado. Don't miss the famous annual Cinco de Mayo Festival.

East Side
Eat your way through the East Side: Brunson's Pub, La Cabana, Taqueria Los Paisanos and Tongue in Cheek are just the start. Make time to visit the trails, urban parks, Lake Phalen and the sacred Dakota site at Indian Mounds Regional Park.

Highland Park
Roam the river trails at Hidden Falls Regional Park or hit the links at Highland National Golf Course. Watch a high-flying Circus Juventas art performance or a feature film at historic Highland Theatre. Dine on made from scratch fare at Highland Grill or a Juicy Lucy at the Nook.

Frogtown & Rondo
One of the most ethnically diverse communities in the region, this area is rich in pride, culture and flavors. Savor soul food at Johnny Baby's or Big Daddy's Old Fashioned Barbecue. Eat, drink and socialize at Heritage Tea House and stop in for poetry and jazz at Golden Thyme Coffee Café. Don't miss Rondo Days in July and the Selby Avenue Jazz Festival in September.

Little Mekong
Experience the authentic flavors of an area named for the Mekong River that flows from China through Myanmar, Laos, Thailand, Cambodia and Vietnam. Try unique Chinese cuisines at Little Szechuan Hot Pot, papaya salad and pad thai at Thai Café or a wildly creative menu of rolled ice cream at Wonders. Get a taste of it all at the Little Mekong Night Market in July.

North End
Home to the illustrious Minnesota State Capitol and historic Oakland Cemetery—it's also the start of the gorgeous 18-mile Gateway Trail that ends just north of Stillwater.

Selby at Snelling
Shop where Minnesota spirit meets European-inspired charm. Peruse locally owned shops like Karma, Lula and EggPlant Urban Farm Supply. Eat at local favorites like Augustine's Bar and Bakery, Blue Door Pub, The Naughty Greek or The Neighborhood Cafe.

Little Africa
Get a feel for the vibrant art, food and clothing of Eritrea, Ethiopia, Nigeria and Somalia. See the Midway Murals. Stop at Snelling Café for East African and traditional American dishes, Bole Ethiopian Cuisine or at Sabrina's Café & Deli to experience a traditional Ethiopian coffee ceremony.

Como Park
Peacefully picnic in the expansive park. Visit the Como Park Zoo and Conservatory or the outdoor waterpark, carousel and amusement rides. Paddle, bike or stroll around Como Lake. Hear lakeside music while eating at Spring Cafe or dine at Delicata Pizza & Gelato.

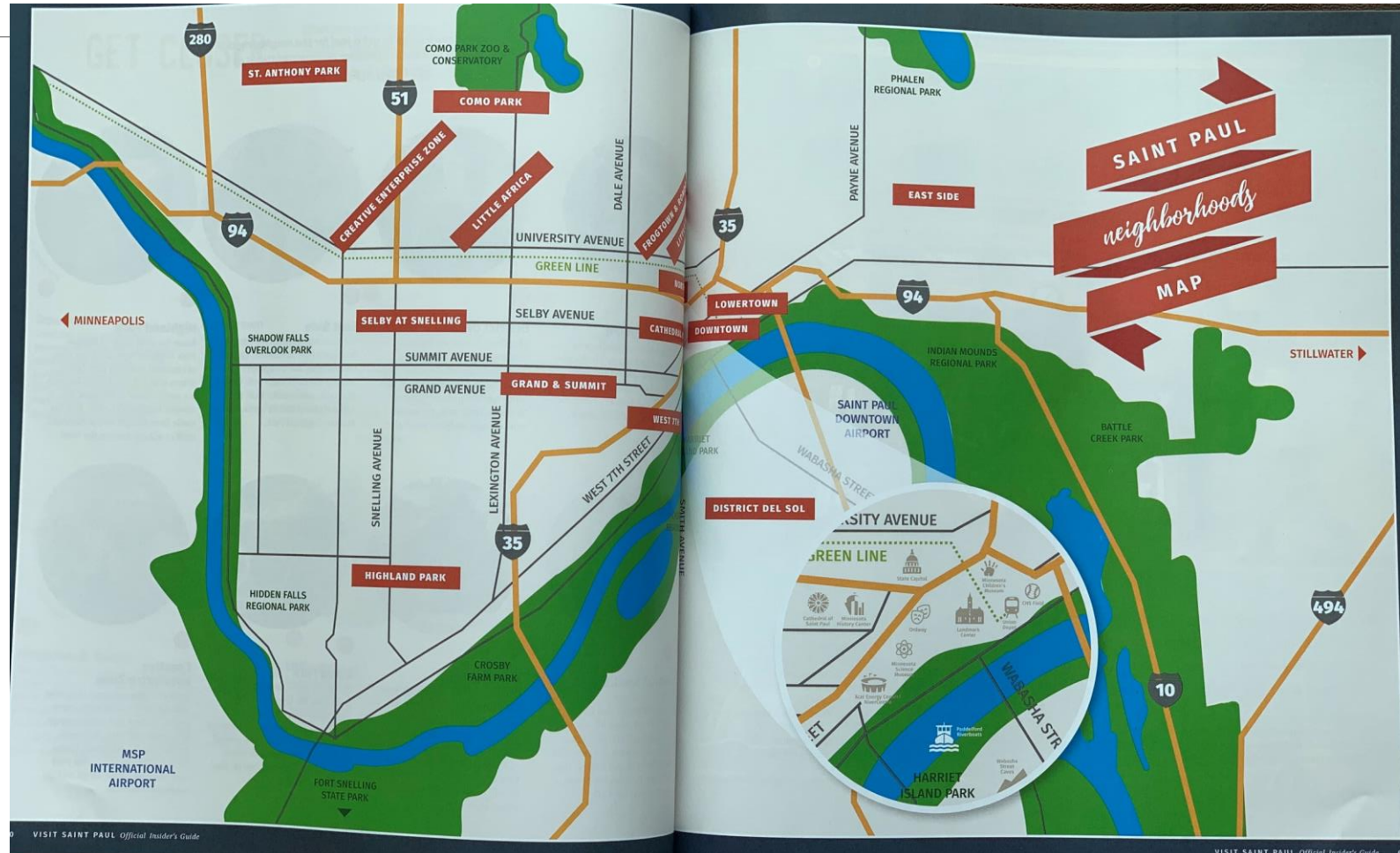
Creative Enterprise Zone
Explore a dynamic area of former factories and warehouses where artists, makers and entrepreneurs live, work and play. Mini-golf at Can Can Wonderland. Throw an axe at FlannelJax's. Sip your way through coffee shops and six fantastic breweries.

Looking for more ways to get a feel for the neighborhood? Get all the options and insider recommendations at VisitSaintPaul.com

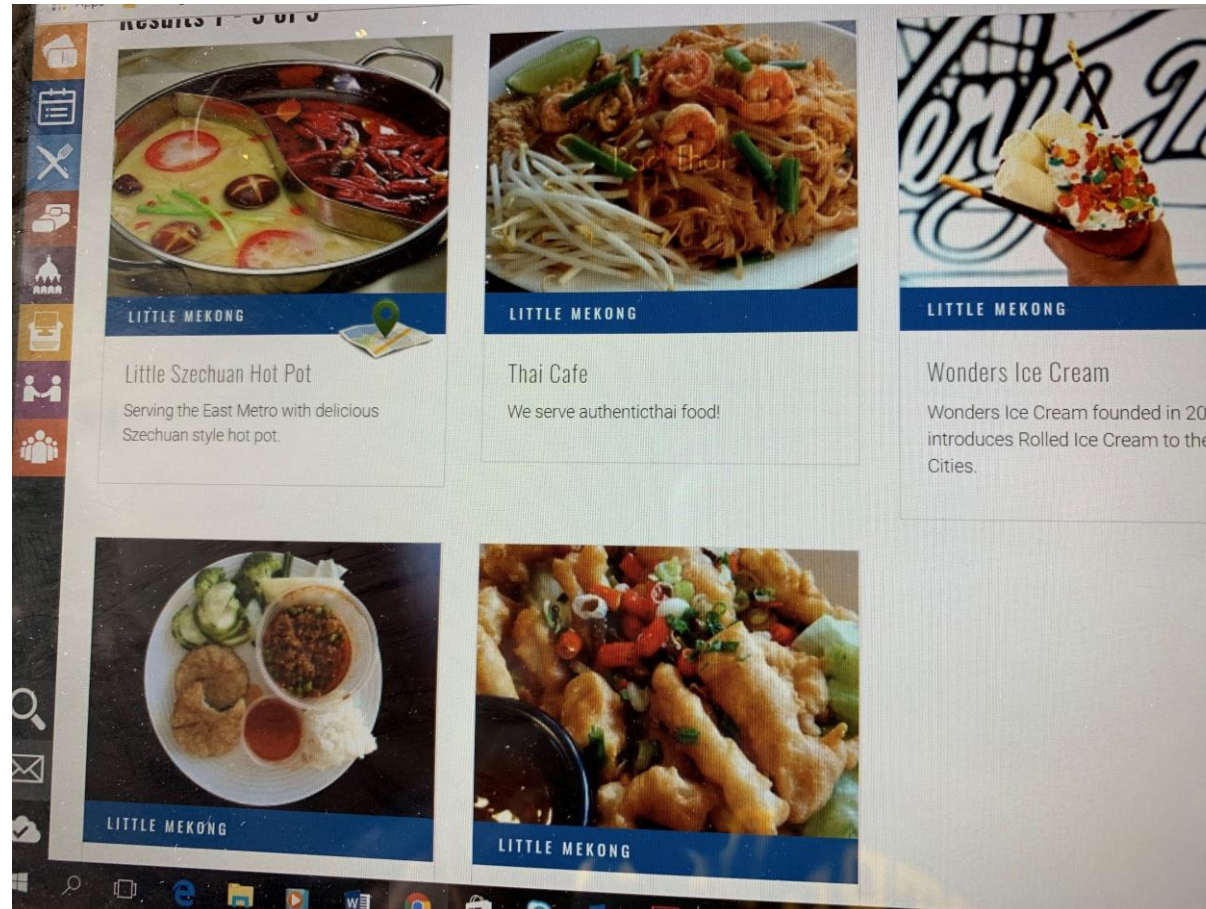
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Integrated into Map of Saint Paul's Destinations



Integrated into “Saint Paul Deals” Chinook Book App of Visit Saint Paul



Integrated into the Calendar of Saint Paul's Festivals



PAWS ON GRAND - grandave.com

IRISH FAIR OF MINNESOTA - irishfair.com

ALL-STAR GAME - saintsbseball.com

LOWERTOWN BLUES & FUNK FESTIVAL - lowertownbluesfestival.com

LITTLE MEKONG NIGHT MARKET - littlemekong.com

July

4TH IN THE PARK
This fun-filled celebration of community features a 4th of July parade, music and games. 4thinthepark.org

HONG FREEDOM FESTIVAL
Join the Hmong community in celebrating culture, food and sports at the Freedom Festival. theunitedhmongfamily.org/freedomfestival

LITTLE MEKONG NIGHT MARKET
Festival featuring music, artists and foods inspired by the night markets across Asia. littlemekong.com

SHADES OF BEAUTY EXPO
A fresh and bold health and beauty event created for women of color who desire innovative, culturally-focused products and leas for a holistic quality of life. vadesofbeautyexpo.com

DRAGON FESTIVAL
Lake Phalen Park comes alive with dragon boat races, traditional dance and music to honor the Asian-Pacific heritage and spirit. dragonfestival.org

LOWERTOWN BLUES & FUNK FESTIVAL
A stunning lineup of blues musicians performing in Mears Park for this all-ages free concert. lowertownbluesfestival.com

HIGHLAND FEST
Celebrate summer with a juried art fair, live music, food, SK, wine tasting and car show. highlandfest.com

RONDO DAYS
Celebrating the best and brightest of Minnesota's African-American achievements and culture, with a parade, SK, music and more. rondoeveninginc.org

IRISH FAIR OF MINNESOTA
The nation's largest free celebration of Irish heritage held annually at Harriet Island Regional Park. Enjoy the culture of Ireland through music, dance, food and drink. irishfair.com

ALL-STAR GAME
CHS Field hosts two days of festivities as the best players from the American Association square off in a North versus South showdown. saintsbseball.com

WHEELS OF ITALY
Enjoy Italian vehicles, live music, Pazzaluna signature drinks, beer, wine, outstanding food and an 'Italian Plaza' atmosphere. wheelsofitaly.com

August

CAT VIDEO FESTIVAL
In a celebration of all things feline, 13,000 people descend on CHS Field for an evening of cat videos. catfestmn.com

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The nation's largest free celebration of Irish heritage held annually at Harriet Island Regional Park. Enjoy the culture of Ireland through music, dance, food and drink. irishfair.com

LITTLE AFRICA FEST
African cultural performances, music, storytelling, food, African clothing, arts and crafts and more! All are welcome to this free, family-friendly festival. aeds-mn.org

INDIA FEST
Free annual event celebrating the rich heritage, traditions, diversity and culture of India. iamn.org/indiafest

PAWS ON GRAND
Delight in the dog days of summer on Grand Avenue with activities for your four-legged friends. grandave.com

SUMMER BEER DABBLER
A one-of-a-kind craft beer experience with more than 100 breweries offering samples of over 400 beers, on the grass at CHS Field. beerdabblers.com

FIESTA LATINA
A free, family-friendly community festival celebrating Latin culture through arts, health and wellness, food and entertainment! clues.org/FiestaLatina

LITTLE AFRICA FEST
African cultural performances, music, storytelling, food, African clothing, arts and crafts and more! All are welcome to this free, family-friendly festival. aeds-mn.org

MINNESOTA STATE FAIR
The "Great Minnesota Get-Together," a celebration that highlights Minnesota's finest agriculture, arts, entertainment and all the food on a stick that you can imagine. mnstatefair.org

JAPANESE OBON FESTIVAL
Featuring bonsai, martial arts, singing, dancing, drumming, delicious food and other aspects of Japanese culture. comazooconservatory.org

MINNESOTA STATE FAIR
August-September
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SEPTEMBER

RED BULL FLUGTAG
Watch as competitors launch their own flying machines off a 30-foot platform over the Mississippi River to see if they take flight. redbull.com/us-en/tags/flugtag

CHROMA ZONE MURAL & ART FESTIVAL
Minnesota's largest public mural festival will transform the Creative Enterprise Zone as national and local artists create 10-12 large outdoor murals during this eight-day event. creativeenterprisezone.org/chroma-zone

ST. PAUL CLASSIC BIKE TOUR
Choose a 15, 32 or 47 mile route for this showcase of the handsome parks and parkways of Saint Paul. bikeclassic.org

SAINT PAUL OKTOBERFEST
Minnesota's most authentic Oktoberfest begins with a horse-drawn beer wagon parade and keg-tapping ceremony just like in Munich. Enjoy dachshund races, polka, German food and beer, Kids' Carnival and cultural stage. saintpauloktoberfest.org

TWIN CITIES BRIDAL SHOW
The go-to for wedding planning with over 150 exhibiting companies allowing you to see, sample, preview and plan your Twin Cities wedding. theweddingguys.com/twin-cities-bridal-show

October

MEDTRONIC TWIN CITIES MARATHON WEEKEND
Called the "Most Beautiful Urban Marathon in America," race weekend offers fun activities for the entire family, from the Toddler Trot to the main event. tcmevents.org

SAINT PAUL ART CRAWL
An incredible three-day art exhibition throughout the city. Over 300 local artists showcase visual art, dance and musical performance. saintpaulartcrawl.org

TRICK OR TREAT IN HIGHLAND
Join the fun and trick-or-treat at participating businesses in Highland Village. highlandba.com

LAKE MONSTER BASH
Put on your most festive costume and dance the day away to an amazing music lineup during this 21-plus Halloween music festival. getnritevents.com/monsterbash

November

SHOP BY CANDLELIGHT
A fun and free shopping experience along Selby Avenue. Enjoy holiday treats, cheer, and exclusive specials to kick off your holiday shopping. selbyatsnelling.org

RICE PARK POWERED BY XCEL ENERGY TREE LIGHTING
Capture the spirit of the holiday season with the lighting of Rice Park's trees. Live music, performances and dance round out the celebration. visitsaintpaul.com

WELLS FARGO WINTERSKATE
Open mid-November to February
Free outdoor ice-skating in the heart of the city. Bring your own skates or rent a pair and enjoy the glow of the season. visitsaintpaul.com/winterskate

MINNESOTA HONG NEW YEAR
A three-day celebration of the Hmong New Year, including traditional Hmong dance, music, vendors and more. theunitedhmongfamily.org/hmongnewyear

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CDA Food Truck at Allianz Field & Integrating Micro Businesses



Sectors

1. Food

- brokered a relationship between the CDA and Allianz Field on Food truck space. Plans for the CDA to own its own truck in the future serving foods from the neighborhoods.
- brokered a relationship with Keg and Case and the CDA for a space for “Global Street Food” at Keg and Case. Access to a commercial kitchen

2. Art

- developing a roster of artists and musicians that can be contracted for CDA related events and projects

3. Gifts/Retail

- developing a roster of businesses and exploring pop up space for products from the CDAs

Wealth Building – Integration with Economic Development Strategies of City

1. Housing Trust Fund programs
2. Office of Financial Empowerment programs
3. Neighborhood STAR loan and grants
4. Opportunity Zone investments
5. Comprehensive Plan 2040 – integrating of CDA with neighborhood nodes and transit investments such as A and B lines.
6. Licensing and Zoning
7. Historic Preservation context studies – African American and other studies set stage for historic tax credits
8. Integration into large construction projects through workforce, business utilization etc
9. Leverage city resources with other institutional partners

A number of recent housing and economic development projects have been launched in the CDA areas to intentionally build the economic base of these neighborhoods

CDA Team

City of Saint Paul Team (PED)

CDA Collaborative Partners

CDA Institutional Partners

PED Cultural Destination Area Team

Dr. Bruce Corrie, Director, PED

Tony Johnson, Project Lead and Urban Planner

Kowsar Mohamed, Project Coordinator

Vong Thao- Business Development

Austria Castillo - Cultural Asset Development & Placemaking

Zong Vang – Homeownership and renter resources

Jules Atangana – Housing

Andy Hestness – Real Estate Development and Management, Downtown

Nora Riemenschneider, Cultural STAR Manager, CVZ Manager, Downtown

Michele Swanson, Neighborhood STAR Manager

Kristin Guild, Deputy Director, PED

Martin Schieckel, Director, Economic Development

Luis Pereira, Director, Planning

Kayla Schuchman, Director, Housing

Role of CDA Collaborative

Create, own and manage the development of a Cultural Destination

Collaborate to connect and leverage each other's resources

Joint activities and programs

CDA Collaborative

Historic Rondo Business and Cultural District – *Aurora Saint Anthony Development Corporation, Reconnect Rondo, Rondo Inc, Hallie Q Brown Center, Walker West, Central Selby Coalition, Rondo Commemorative Plaza, Model Cities.*

Little Africa Business and Cultural District- *African Economic Development Solutions and others*

Little Mekong Business and Cultural District – *Asian Economic Development Association
Hmong Cultural Center, Hmong American Partnership and others*

Eastside CDA – *Comunidades Latinas Unidas en Servicio, Indigenous Roots, Eastside Freedom Library and others.*

District Del Sol/Westside CDA- *West Side Community Organization and others*

North End CDA - *In Progress and others*

Shepherd/Davern CDA - *AEDS and others*

CDA Institutional Partners

City of Saint Paul

Creative Enterprise Zone

Junior Achievement

LISC

NDC

Saint Paul Almanac

Springboard for the Arts

Public Art Saint Paul

Visit Saint Paul

And more....

HRA 2019 CDA Budget - \$125,000

Capacity building for the Food Marketing + Retail – \$45,000

- To cover the cost of a coordinator and other costs to operate the spaces and handle logistics of the initiative

Marketing Expenses - \$30,000

- **Marketing – example CDA Passport** - \$10,000
- **Visit Saint Paul Partnership** - \$ 10,000
- **Branding (i.e Logo, tag line, etc.), Geography Specific Signage** - \$10,000

Capacity Building Mini Grants - \$45,000

RFP for small grants up to \$3000 to CDA organizations for program funding, event staffing, placemaking events etc.

Organizational Development - \$5,000

Total: \$125,000

Downtown Cultural STAR - \$100,000

1. RFP for a Downtown Retail program - \$ 50,000
2. RFP for Downtown Cultural Events - \$50,000

Neighborhood Star - \$1.5 million

CDA proposals were submitted to the NSTAR Board as part of the 2019 competitive funding round. NSTAR board scored and ranked all proposals.

Staff will present to Mayor and Council the allocation of the \$1.5 million budgeted as part of the 2019 recommendations.

Next Steps

1. Continue Building the CDA Platform – facilitate the application for grants to build components
2. Educate the community on the concept of the CDA and how they can use the CDA platform
3. Work on implementing core concepts

Models

- Wynwood Graffiti - <https://www.rollingstone.com/culture/culture-features/meet-street-artists-remaking-miamis-wynwood-neighborhood-111116/>
- The Alley Project – Detroit - <http://placemaking.mml.org/how-to/the-alley-project/>
- Creative Placemaking - <https://www.kcet.org/shows/artbound/how-creative-placemaking-plays-a-role-in-the-creative-economy>
- <https://www.youtube.com/watch?v=xkjEzYg1PwU>
- Soulville - https://www.youtube.com/watch?v=XMF6FP2_jys
- Cultural assets and city policies <https://www.urban.org/sites/default/files/publication/30561/411937-Cultural-Development-and-City-Neighborhoods.PDF>
- http://www.cura.umn.edu/sites/cura.advantagelabs.com/files/publications/KNCBR-1351_0.pdf
- <http://www.funderscollaborative.org/wp-content/uploads/2016/03/WCHDbrochure.pdf>
- Research article https://www.creativecity.ca/database/files/library/cultural_development_strategies.pdf