

Pillsbury Creative Commons




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AN ALL-IN PLAN FOR CREATIVE COMMUNITY TRANSFORMATION.





On Chicago Avenue in the heart of South Minneapolis is a place like no other.

A crossroads of culture and creativity overflowing with human potential.

Here generations strive and thrive despite a long history of disinvestment.

Here struggle and pain are transformed into revolutionary vision and action.

Here artists and neighbors make joyful connections that teach and inspire.

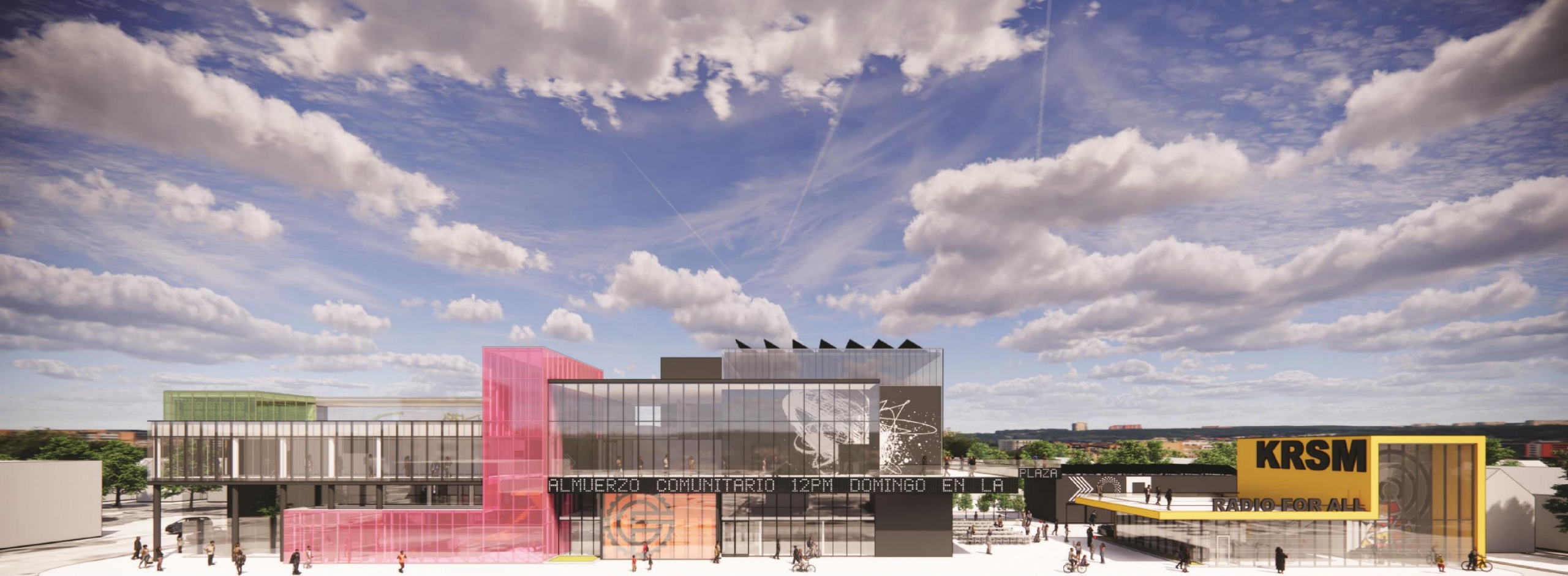
Here solutions are invented and reinvented at the speed of the need.

This is where we till the soil of community, with a neighborhood forever creating itself.

If you want to uplift countless lives and the future of our city and region, here is your opportunity.

Because we know how.

HERE IS HOW



Pillsbury Creative Commons

Uniting everything for a thriving and equitable community under one roof.

People of all ages, interests and abilities in active collaboration. Spaces to explore, take risks and grow skills. Meeting everyday needs and long-term goals side by side. Creativity to imagine what's possible and tools to build it together.

NEW THEATRE

ARTIST HOUSING

VILLAGE COMMONS

RESILIENCE CENTER

SOCIAL SERVICES HUB

SOCIAL ENTERPRISES

+ KRSM RADIO

+ FULL CYCLE

+ BREAKING ICE

+ PILLSBURY EARLY EDUCATION CENTER

HERE IS EVERYWHERE

PARTNERSHIPS AND PROGRAMS

ARTS

Zamya Theater Project *co-located with PCC*
 Upstream Arts *co-located with PCC*
 George Floyd Global Memorial *co-located with PCC*
 Breaking Ice *co-located with PCC*
 McKnight Arts & Culture Fellowships
 Leslie Parker Dance Project
 Lightning Rod
 Pangea World Theater
 Monkeybear Harmologic Workshop *co-located with PCC*
 The Playwrights Center
 Third Place Gallery/Wing Young Huie
 Exposed Brick Theatre
 Walker Art Center
 Million Artist Movement
 Dreamsland

EDUCATION

Bancroft Elementary School
 Folwell Elementary School
 Andersen United Middle School
 South High School
 Pillsbury Early Education Center *co-located with PCC*

SERVICES & SOCIAL ENTERPRISES

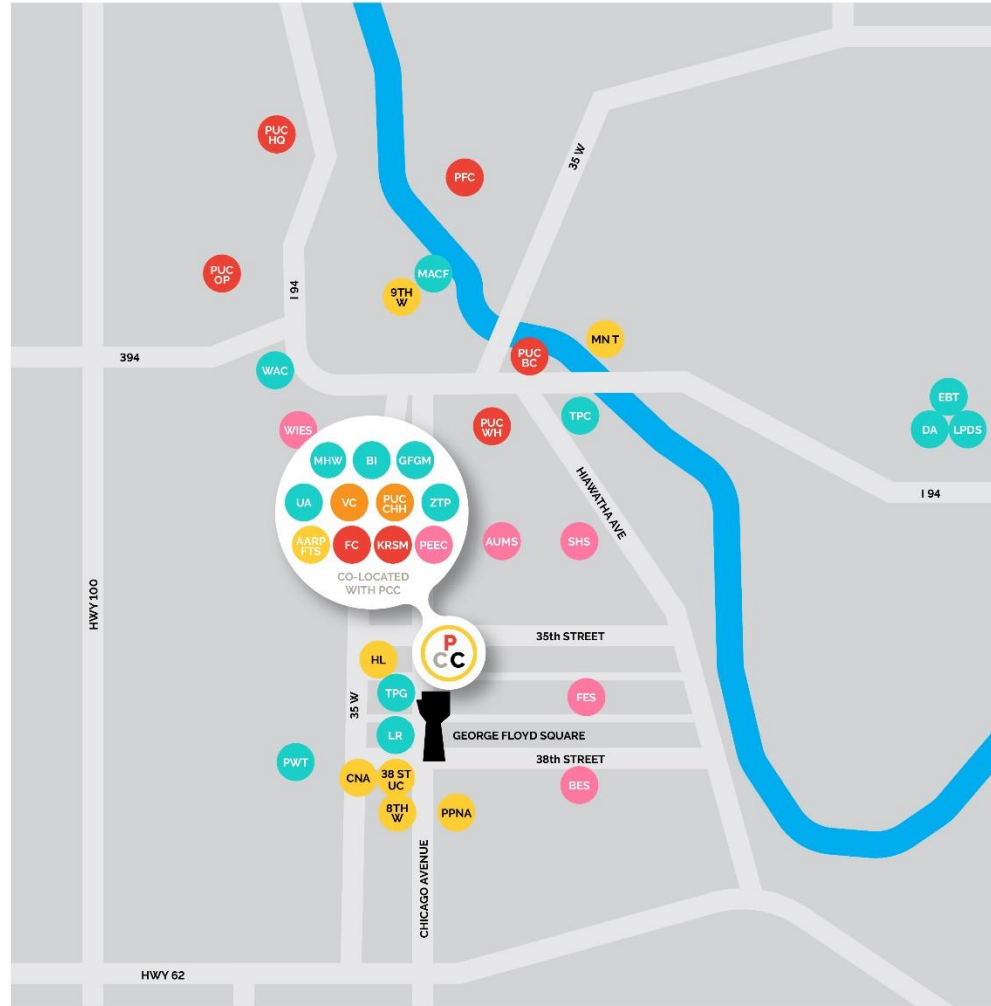
PUC HQ
 PUC Community Centers: Brian Coyle, Waite House,
 Oak Park
 KRSM *co-located with PCC*
 Full Cycle *co-located with PCC*
 Public Functionary Café *co-located with PCC*

NEIGHBORHOOD & COMMUNITY

38th Street United Coalition
 CANDO/Bryant Neighborhood Assoc.
 MN Transform (an initiative of the University of MN)
 Office of 8th Ward City Council President Andrea Jenkins
 Office of 9th Ward City Council member Jason Chavez
 Powderhorn Park Neighborhood Association
 AARP Free Tax Services
 Hosmer Library

COMMUNITY HEALTH

PUC Community Health Worker Hub
 Vaccination Clinic



A vital connector for the artistic, social and cultural ecology of our region.



Breaking Ice engages clients across MN, in 25 states, and in Puerto Rico, Canada and Australia.



FROM HERE



TO HERE



ARTS ECOSYSTEM

Growing void of arts and cultural institutions and accessible space for artistic development

12+ orgs closed or moved away in last 10 years



New home for award-winning theatre, expanded cultural programs, resources and artists spaces

Feeds the vitality of 50+ partner orgs statewide



WORKFORCE

Systemic racial and gender disparities in high-wage arts, media and technology jobs

67% white, male in technical arts trades



Professional artists train BIPOC and female/femme-identified youth and adults for careers in high-demand fields

100 apprentice capacity 250 artist contracts 60 new FT positions on-site with PCC and partner orgs



EQUITY

Historic oppression and new crises compounding harm for BIPOC, LGBTQIA+ and other disproportionately affected communities

3x higher poverty rate for Black and Indigenous families in MN



Centering the needs of our neighbors and expanding support and opportunities

75% of communities with new arts orgs see reduction in income disparity



COMMUNITY DEVELOPMENT

Neighbors face rising rents and home prices and growing threat of displacement

Home prices in Central up 7.0% YOY



Investments that stabilize the neighborhood and build the economic wellbeing of historic residents

A model for community-led anti-displacement work



"Nothing about us, without us, is for us"
Slogan popularized by South African Activists

Let's make CANDO about us!

MEETING OUR COMMUNITY'S NEEDS FOR MORE THAN A CENTURY.



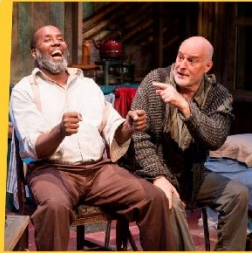
1883

PILLSBURY EARLY EDUCATION CENTER

NEED
Lack of high-quality childcare for economically disadvantaged families

SOLUTION
MN's first pre-school designed to spark curiosity and creativity and build learning confidence pre-K.

100% of PEEC children graduate ready for kindergarten



1992

PILLSBURY HOUSE THEATRE

NEED
MN's most diverse neighborhood not reflected or served by its arts institutions.

SOLUTION
A professional arts venue inside an urban community center that creates transformational arts experiences with and for the community.

300 artists engaged in catalyzing career experiences annually



1996

CHICAGO AVENUE PROJECT

NEED
Neighborhood youth lack access to meaningful arts enrichment

SOLUTION
Invite local youth to work with the Twin Cities' best adult playwrights, actors, and directors to create and produce original plays.

Hundreds of young creative voices developed and elevated to date



2000

BREAKING ICE

NEED
Persistent gaps in workplace diversity, equity and inclusion.

SOLUTION
Breaking Ice events grow awareness and skills to tackle systemic inequities, implicit bias and harmful misperceptions in professional settings.

Performed for 200 organizations, 40,000 people, 25 states.



2002

FULL CYCLE

NEED
Unhoused youth lacked affordable transportation and opportunities

SOLUTION
Paid internship program for 20-24 youth a year in maintenance, retail, and bike-powered food distribution.

200 bikes given away a year and 500 youth connected through street-based outreach



2010

PILLSBURY HOUSE + THEATRE

NEED
'08-'09 recession fuels economic hardship and uncertainty

SOLUTION
Unite community center and theatre to integrate creativity into all aspects of human services, supporting residents to come out of the downturn stronger.

Interwoven programs that build skills and connections and thwart displacement



2010

EMPLOYING PARTNERS IN COMMUNITY (EPIC)

NEED
Lack of employment and social connections for adults with disabilities

SOLUTION
Services that integrate people into the community through enrichment activities and job training.

30-50 adults with disabilities with a sense of belonging and agency in their community



2016

KRSM RADIO

NEED
Mainstream media bias and lack of representation for communities of color.

SOLUTION
A hyper-local community radio station that trains youth and mentors adults for broadcast careers.

50 community DJs bring the voice of the Southside to the airwaves in 6 languages

NOW WE'RE RISING TO THE NEXT.



RADIO, ARTS & MEDIA PROFESSIONS PROGRAM

NEED

Lack of racial and gender diversity in media and technical arts trades.

SOLUTION

Open pathways for BIPOC and immigrant youth and women to pursue arts and media careers through hands-on technical training and workforce placement.

Will provide internships to 50 youth

RADICAL ACCESSIBILITY

NEED

Our current facilities effectively shut out many in our community.

SOLUTION

PCC is designed to honor, welcome, and amplify the agency of disabled, BIPOC, LGBTQIA+ people and the wider community.

Will be a model of accessibility, inclusivity, and sustainability

SMALL ARTS BUSINESS INCUBATOR

NEED

BIPOC artists displaced by gentrification and loss of anchor spaces.

SOLUTION

Provide room and resources for under-resourced artists and arts groups to grow their practices and generate resources.

Will provide space and resources for 50 individual artists and 10 arts-based collaboratives

RESILIENCY HUB

NEED

Uprisings and COVID showed vulnerabilities of community cut off from essential services.

SOLUTION

A hub for neighbors to access shelter, water, electricity, and food during climate catastrophes and other emergencies.

Will foster neighborhood resiliency and self-sufficiency

VILLAGE COMMONS

NEED

Limited space for neighbors to convene, plan and drive community action.

SOLUTION

A community hub for celebrations, organizing, access to local small businesses, and creating and supporting art.

Includes freely accessible space for gatherings of 850 people

WE ARE HERE.

PHASE 1 Southern Campus

To be completed: 2024



Site Acquisition, Survey,
Environmental Study, Pre-design

GOAL

\$3.1M
\$2.25M raised to date

FINANCIAL SUPPORTERS

Hennepin County, MN Brownfields, LISC,
Wallace Foundation, McKnight Foundation,
Main Street Grant, Gensler, and earned income
from social enterprises



PHASE 2 Central Campus

To be completed: 2025-2026



- A: Demo/Site prep, Village Commons (\$2.3M)
- B: New Construction, Theatre and Full Cycle (\$14M)
- C: Roof, Equipment, Soft Costs (\$6M)

GOAL

\$22.3M

FINANCIAL SUPPORTERS

2023-2024 State ask (9.3M)
TBD



PHASE 3 North Campus

To be completed: 2025-2026



Renovation and Modification
of Existing Building

GOAL

\$11M

FINANCIAL SUPPORTERS

TBD



OPENS
2026

TOTAL SIZE
74,000 ft²
Expansion adds 29,000 ft²

VISITORS
50,000
Community members
served annually

TOTAL COST
\$36.4 M

Want to help build a more thriving and equitable community from the inside out?

HERE IS HOW



To talk about partnership, please contact
Signe Harriday at signeh@pillsburyhousetheatre.org



Junauda Petrus-Nasah

"I am extremely blessed to have a creative village that has held me and my family for more than three decades, PH+T is a place filled with collective creativity and ancestral love"

Multi-disciplinary artist, playwright, and author Junauda Petrus-Nasah is a Pillsbury House + Theatre artist who's become an iconic figure in the Twin Cities arts scene and across the country. Her relationship with PH+T began as a child in the Pillsbury Early Education Center and continues to grow.

- 1986 Graduate of Pillsbury Early Education Center
- 2012 Formed Free Black Dirt
- 2012 State Arts Board Cultural Community Partnership grant for Frank Theatre collaboration
- 2014 Many Voices Mentorship with Playwright's Center
- 2014 Jerome Foundation Travel and Study Grant recipient
- 2015 PH+T Naked Stages Fellow, produced "Waters, Sweet Red, and The Wild Glitter Transformation"
- 2015-17 Lead Artist May Day Parade, In the Heart of the Beast Puppet and Mask Theatre
- 2017 Wrote, directed and co-produce "Sweetness of Wild"
- 2019 Published young adult novel, "The Stars and the Blackness Between Them," which received the Coretta Scott King Honor Award
- 2020 PH+T Illuminating Legacies Artist "Telling Our Stories From South Minneapolis"
- 2023 Art Director and Lead Collaborator for Inside Out Block Party at PH+T



OUR ASK OF YOU

Support HF#2580 and SF#2428, a cash appropriation of 9.3M to support Phase 2 of the

Pillsbury Creative Commons

