

**LANDMARK**  
C E N T E R  
**Tenant Programming Report**  
**2016 year-end**

In its agreement with Minnesota Landmarks, Ramsey County requests that its nonprofit tenants provide public programming, as programming-in-lieu-of-rent. All nonprofit tenant organizations, along with Minnesota Landmarks, are asked to contribute free or low-cost programs and services within Landmark Center for the enjoyment of Ramsey County residents. "Low cost" is defined by the Minnesota Landmarks Board of Directors as under \$10 per person.

In the form below, please discuss in narrative and/or bulleted form the programs your organization sponsored and/or produced between **January 1, 2016 and December 31, 2016**. Please remember that the Board of Minnesota Landmarks does not consider the following to qualify as public programming and do not fulfill programming requirements within the lease:

- *Fundraisers*
- *Conferences or private workshops*
- *Private events or lessons*
- *Auditions*
- *Events not taking place within Landmark Center*

**The deadline for this report is March 1, 2017.** Please contact Judy Brooks, Director of Community Programs, at [jbrooks@landmarkcenter.org](mailto:jbrooks@landmarkcenter.org), 651-292-1239, with questions.

Please list each event that was held at Landmark Center and provide a description of the event, including type of event (concert, exhibit, performance, etc.), list the date, hours, title/name of event, admission (if applicable). If a series, please list series as one event with total attendance and number of installments.

**Tenant Agency Name:** The Rose Ensemble

**Staff Member submitting the report (Name/Title):** Peter Carlson, General Manager

**Contact (phone/email):** 651.225.4340 peter@roseensemble.org

**Program #1 – Name and Date of Event:** Sainte-Chappelle lecture/demonstration, Feb. 17

Featuring singers from The Rose Ensemble and guest lecturer Yossi Maurey (Hebrew University, Jerusalem), this event was in conjunction with our concert program "Sainte-Chappelle de Paris: A King's Quest for the True Cross." Attendees learned about the history of the Sainte-Chappelle in Paris, constructed by Louis IX to house relics from the Passion. Prof. Maurey's stories about the musical and liturgical history of the chapel were

**Add program events as needed.**

Please turn your reports in to Judy Brooks in Suite 404, Landmark Center; via fax (651.292.3272); or via email ([jbrooks@landmarkcenter.org](mailto:jbrooks@landmarkcenter.org)) **by March 1, 2017.**

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**supplemented by musical examples performed by The Rose Ensemble. The event was held from noon-1pm.**

1. Was it open to the public? **Yes**
2. How many people attended? **37**
3. Was the audience charged an admission fee? If so, how much? **Free event**
4. Who was your targeted audience? Which geographic area was served? Did the event target any minority populations? Which one(s)? **This was a general program, open to the public. With marketing, we specifically focused on the downtown St. Paul area, since it was a noontime event on a weekday.**
5. How did this event bring increased visibility to Landmark Center? How? Please specify media vehicles. **The event highlighted Landmark as a location for people who live and work in downtown St. Paul to partake in cultural events. Of course some attendees were from farther away, as well. We advertised the event on our website, on a mailed postcard, in e-blasts and via Facebook. It was also mentioned in a press release that went to all major Twin Cities media organizations.**
6. Was the event planned in collaboration with other organizations within Landmark Center or with any other community organizations? **No.**
7. Please assign a dollar amount (can include in-kind costs) of the cost to your organization to produce this event. **\$1100**

**Program #2 – Name and Date of Event:** \_\_\_\_\_

1. Was it open to the public?
2. How many people attended?
3. Was the audience charged an admission fee? If so, how much?
4. Who was your targeted audience? Which geographic area was served? Did the event target any minority populations? Which one(s)?
5. How did this event bring increased visibility to Landmark Center? How? Please specify media vehicles.
6. Was the event planned in collaboration with other organizations within Landmark Center or with any other community organizations?

**Add program events as needed.**

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7. Please assign a dollar amount (can include in-kind costs) of the cost to your organization to produce this event.

**Program #3 – Name and Date of Event:** \_\_\_\_\_

1. Was it open to the public?
2. How many people attended?
3. Was the audience charged an admission fee? If so, how much?
4. Who was your targeted audience? Which geographic area was served? Did the event target any minority populations? Which one(s)?
5. How did this event bring increased visibility to Landmark Center? How? Please specify media vehicles.
6. Was the event planned in collaboration with other organizations within Landmark Center or with any other community organizations?
7. Please assign a dollar amount (can include in-kind costs) of the cost to your organization to produce this event.

**Add program events as needed.**

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