

NORTHFIELD ARTS GUILD

26 JANUARY 2026
NORTHFIELD EDA





Art for All

THE GUILD

NORTHFIELD ARTS GUILD

northfieldartsguild.org



Agenda

- Welcome & Purpose of the Request
- How Arts Guild Aligns with Economic Development
- A Unified Northfield Arts Guild as an Economic Engine
- 9-Month Scope of Work and Deliverables
- Financial Leverage & Readiness
- Outcomes for the City of Northfield
- Campaign Examples

Welcome

- At Arts Guild since 2023
- 15 years in nonprofits with experience leading arts & community development projects across the country, including a \$1M campaign with New Bedford, MA



Kathleen Kvern

Kathleen Kvern is a seasoned nonprofit and community development leader with more than 30 years of experience helping mission-driven organizations secure transformational funding and build sustainable futures. She brings deep expertise in fundraising strategy, capital campaigns, grant development, and strategic planning, with a strong track record supporting creative-sector nonprofits, arts and cultural organizations, Native and rural communities, and cross-sector partnerships. Known for her strategic insight, collaborative leadership, and ability to translate complex projects into compelling cases for support, Kathleen guides organizations through growth, change, and opportunity—delivering clarity, momentum, and measurable results.



How Arts Guild Aligns with Economic Development

TODAY

- Multi-disciplinary arts organization serving artists, individuals, youth, families, and visitors
- A visible contributor to downtown vitality, tourism, and quality of life
- Economic asset with multiplier effect for area businesses

How Arts Guild Aligns with Economic Development

- Increased foot traffic and downtown spending
- Expanded arts education and workforce pathways
- Jobs in creative production, education, administration, and facilities



Arts and culture as economic infrastructure:

- o Creative organizations attract residents, tourism, and employers
- o Arts facilities function as year-round anchors that support surrounding businesses

Alignment with EDA priorities:

- o Commercial vitality
- o Job creation
- o Long-term tax base growth through sustainable development



A Unified Northfield Arts Guild as an Economic Engine



Need for a unified Northfield Arts Guild facility that brings together visual arts, performing arts, education, and community gathering space



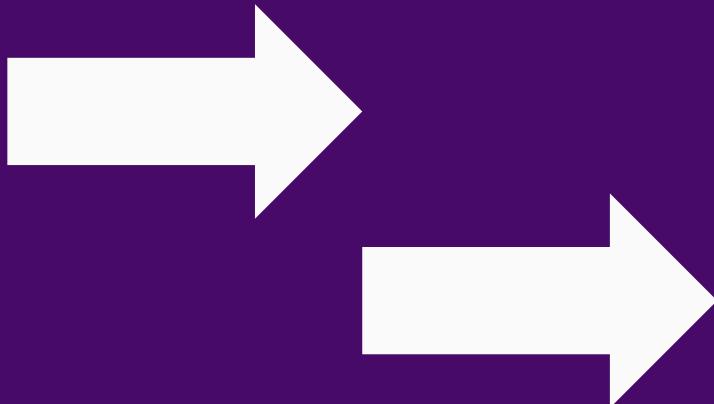
make art happen

LONG TERM VISION

- o Designed intentionally to serve residents, students, visitors, and local businesses
- o Increased daily and evening activity
- o Expanded programming and rental opportunities
- o Stronger artist retention and attraction
- o Destination appeal for Northfield

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PHASED APPROACH TO REACHING OUR VISION

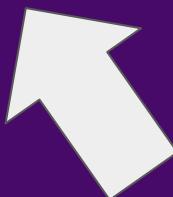


- o We are in the Preliminary Feasibility phase
- o This request supports responsible community engagement and data-driven planning

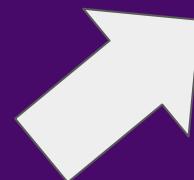
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Let's Grow Northfield 360



Engagement with community to ensure transparency in the process. Understand market demand, gaps, and opportunities.



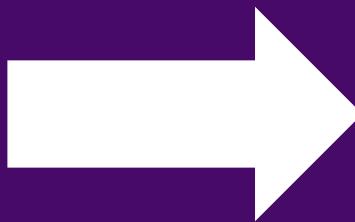
Identify facility space use and needs and how it can support economic and workforce goals.



Northfield 360 - Community Engagement

Professionally facilitated focus groups
across key sectors:

- Business / College
- Civic / Government
- Creative community & artists
- Education, faith, and social service
- Philanthropy and financing



Documented findings
that directly inform the
Feasibility Study

9-Month Scope of Work and Deliverables

Feasibility Study (Informed by Focus Group Data and Massing Study)

Integrates:

- Focus group findings
- Organizational needs
- Economic and operational considerations

Ensures:

- Realistic scale
- Financial sustainability
- Alignment with community priorities

9-Month Scope of Work and Deliverables

Massing Study

- Early architectural analysis to define:
 - Space use and needs and potential facility partners
 - Approximate size and configuration
 - How the facility could function within Northfield's built environment
- A practical tool for:
 - Cost modeling
 - Site discussions
 - Future public and private investment conversations
 - Possible facility rental/use partners



9-Month Scope of Work and Deliverables

Artist-Led Community Engagement & Charrettes

- Artists as facilitators of visioning and problem-solving
- Interactive engagement activities that:
 - Build community ownership
 - Surface ideas not captured through traditional planning
- Strengthens trust, transparency, and civic participation



9-Month Scope of Work and Deliverables

Dedicated Project Website (NORTHFIELD360.COM)

- A public-facing platform to:
 - Share process, findings, and next steps
 - Keep residents, businesses, and funders informed
 - Demonstrate accountability and build momentum

Financial Leverage & Readiness

- Matching funds to request:
 - Secured grant & in-kind support from:
 - Minnesota State Arts Board - Accessibility Trainings & Audits (\$10k)
 - In-kind support from Pepe Kryzda/SMSQ Architects (\$10k)
- Additional pending support:
 - Awaiting funding decision from the Max & Victoria Dreyfus Foundation (\$15k)
 - Application to the Minnesota and St. Paul Foundations for a significant 5 year grant will be submitted in early 2026
- EDA investment:
 - Signals public-sector confidence
 - Strengthens competitiveness for additional public and private funding
 - Multiplies the impact of every EDA dollar

Outcomes for the City of Northfield

- o Tangible outcomes at the end of 9 months:
 - Clear community informed feasibility and space needs study
 - Community-validated vision for Northfield Arts Guild
 - A credible foundation for future development decisions
- o Long-term benefits to the city:
 - Help inform downtown development
- o This is a high-leverage investment in planning that prevents costly missteps later

CAMPAIGN EXAMPLES

SPRINGBOARD FOR THE ARTS

Adaptive reuse for office & community space

- \$5M+ total campaign
- Exploratory conversations 2013-2017
 - 2018 – Site control & design process
 - 2019 – Groundbreaking
 - 2021 – Public opening

- Key partners/ funders:
 - St. Paul, Mardag, & Bigelow Foundations (\$500K initial grants)
 - Old National & Propel Nonprofits (lenders for \$1.5M acquisition)
 - Knight Foundation (\$1M grant)



825 ARTS

Preservation & renovation of historic theater

- \$7M+ total campaign
- Process began with community preservation campaign in 2010
 - 2015 – Community design process
 - 2019 – Architectural process
 - 2023 – Groundbreaking
 - 2024 – Public opening
- Key partners/ funders:
 - Twin Cities Land Bank (held site in trust)
 - City of St. Paul (\$623K for site control)
 - State of MN (\$2.4M bonding)
 - Mellon Foundation (\$2M grant)



PLAYWRIGHTS' CENTER

Expanded campus with new build & renovation

- \$8M+ initial, \$19M+ total campaign
- Discussions began mid-2010s
 - 2019 – Site purchase agreement
 - 2020 – Site control
 - 2023 – Groundbreaking
 - 2025 – Move & opening

- Key partners/ funders:
 - State of MN (bonding)
 - City of St. Paul
 - Foundations & individual donors

