

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
<b>Building The Brand</b>	Raise awareness of cultural assets and impact	<ul style="list-style-type: none"> <li>• Social Media Engagement</li> <li>• Arts &amp; Culture stories in Northfield News</li> </ul>	<ul style="list-style-type: none"> <li>• Increase engagement on platforms by ____%</li> <li>• Monthly ACC column</li> </ul>	<ul style="list-style-type: none"> <li>a. Cultural Asset Education: “Northfield Stories” online series, etc. ACC column in newspaper</li> <li>b. Improved City-Wide Events Calendar</li> </ul>
	Increased tourism	<ul style="list-style-type: none"> <li>• Calendar Usage</li> <li>• Lodging Tax</li> <li>• Events attendance</li> <li>• Arts &amp; Cultural annual event list</li> </ul>	<ul style="list-style-type: none"> <li>• Increase ____% calendar traffic</li> <li>• Increase ____% lodging tax</li> <li>• Increase ____% non-NF attendees</li> <li>• Arts &amp; Cultural annual list to CVB</li> </ul>	
<b>Working Together</b>	Sharing resources and coordinating efforts to plan arts and culture programming	<ul style="list-style-type: none"> <li>• Meetings occur</li> <li>• Partnerships</li> <li>• City council presentations</li> <li>• College involvement</li> </ul>	<ul style="list-style-type: none"> <li>• 4 meetings a year</li> <li>• Increase ____# of partnerships</li> <li>• ____# of ACC city council presentations/year + 1 annual formal report</li> <li>• At least 1 rep from each college on the ACC</li> </ul>	<ul style="list-style-type: none"> <li>a. Quarterly meetings of arts &amp; culture stakeholders</li> <li>b. Advocate for and implement city policies and projects that support and utilize artists and the arts</li> <li>c. Develop stronger relationships with the two colleges to build mutually beneficial projects</li> </ul>
	Foster and encourage new and diverse artists to live and work in Northfield	<ul style="list-style-type: none"> <li>• <a href="#">Board &amp; Commission placements</a></li> <li>• Affordable housing units</li> </ul>	<ul style="list-style-type: none"> <li>• ____% of boards/commissions have intentional placement of creative voices</li> <li>• Language in volunteer recruitment plan encouraging creative voices in city processes</li> <li>• Increased ____% of affordable housing units</li> </ul>	
<b>Placemaking: Products and Projects</b>	Signify and designate sense of unique place for downtown Northfield and the Cannon River waterfront.	<ul style="list-style-type: none"> <li>• <a href="#">Gateway Corridor plan</a> recommendations</li> <li>• Process, procedures, and templates for PARC</li> <li>• Community cultural Center recommendations</li> <li>• Arts &amp; Cultural District plan</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Gateway Corridor</a> plan, Primary Gateway Nodes recommendations implemented</li> <li>• Write process, procedures, and templates for PARC and city-wide design standards</li> <li>• Set of 3-5 recommendations for community cultural center</li> <li>• Arts &amp; Cultural District plan created and implemented</li> </ul>	<ul style="list-style-type: none"> <li>a. Implementing recommendations for Gateway Node in the Gateway Corridor plan</li> <li>b. Support expansion of creative placemaking activities</li> <li>c. Convene exploratory working group on community cultural facility</li> <li>d. Create a Arts &amp; Cultural District</li> <li>e. Implement Art in Public Place Policy</li> <li>f. Create city-wide design standards</li> </ul>
	Generate breadth of cultural programming that represents the diversity of Northfield’s residents	<ul style="list-style-type: none"> <li>• City Council declarations</li> <li>• MOU sponsor/partner template</li> </ul>	<ul style="list-style-type: none"> <li>• ____# city council declarations/year related to arts &amp; culture</li> <li>• Create MOU template</li> </ul>	
<b>Guiding Implementation</b>	Provide sustainable city funding for public art and creative placemaking	<ul style="list-style-type: none"> <li>• 1% for the Arts Ordinance</li> </ul>	<ul style="list-style-type: none"> <li>• Adoption of 1% for the Art Ordinance</li> </ul>	<ul style="list-style-type: none"> <li>a. Pass 1% for the Arts Ordinance</li> <li>b. Use City Staff to secure grants for cultural placemaking</li> <li>c. Create mini-grant program for cultural placemaking</li> </ul>
	Leverage outside funding sources for placemaking initiatives	<ul style="list-style-type: none"> <li>• Grant writer position</li> <li>• External Grants</li> </ul>	<ul style="list-style-type: none"> <li>• Hire grant writer position</li> <li>• ____\$ received for new cultural placemaking activities</li> <li>• ____\$ distributed to city residents/orgs for cultural placemaking activities</li> </ul>	