

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