

# Cultural Plan 2019-2024



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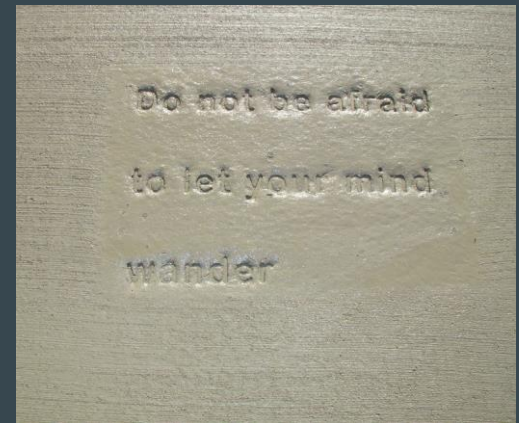
# Overview

Current Conditions

Creating the Cultural Plan

Final Cultural Plan--Priorities and Implementation

# Current Conditions











# Community Arts and Cultural Assets

- Northfield Historical Society
- Northfield Arts Guild
  - Gallery openings, theater performances (Shakespeare in the park), Lunch & Learns, events (Latino dance classes)
- Multiple local arts businesses
- Defeat of Jesse James Days
- Active VIA and ACC
- First Fridays
- Winter Walk
- Riverwalk Market Fair
- Riverfront Fine Arts Festival
- Sogn Valley Art Fair
- Cannon River Clay Tour
- South Central MN Studio ARTour
- Latino Play Festival
- Hispanic Heritage Month Celebration
- Northfield Garden Club Tour
- Vintage Band Festival
- Bridge Chamber Music Festival
- Engaged Mayor, City staff & elected officials
- Approved Public Arts Policy
- State of the Arts events
- Sidewalk Poetry
- Northfield Union of Youth (the Key)
- Programming for individuals on the spectrum
- Northfield Public Library - Booker, Books & Stars
- Excellent arts programming at both colleges
- Sculpture Tour - St. Olaf College
- St. Olaf Choir/Christmas Festival - St. Olaf College
- Japanese Garden - Carleton College
- Wood Mill - Carleton College
- Excellent arts programming in public schools
- Arts a la Carte - Northfield High School
- Portfolio Day - Northfield High School
- Young Sculptors' Project - Northfield High School

# Why Are People Settling in Northfield?

- Attracting both families & retirees
- Sense of intergenerational community
- Somewhere to make a meaningful contribution
- Quality of life that includes arts and entertainment
- Local economy that fosters “buying local”
- Environmentally conscious practices
- A community that has walkability & bikeability
- Education is a priority
- “Sense of Place”





# Economic Impact

## IMPACT ON ECONOMY AND EMPLOYMENT

TOTAL DIRECT EXPENDITURES BY  
**ORGANIZATIONS**

.....  
**\$1,297,441**

+

TOTAL ARTS AND CULTURE  
RELATED SPENDING BY  
**AUDIENCES**

.....  
**\$874,552**

=

TOTAL  
**ECONOMIC IMPACT**

.....  
**\$2,171,993**

STATE GOVERNMENT  
REVENUES: \$184,000

+

LOCAL GOVERNMENT  
REVENUES: \$35,000

=

**TOTAL GOVERNMENT  
REVENUES: \$219,000**

# Creating the Plan



*Northfield Public Library Photo Credit: Northfield Library*



# ArtsLab Process

- (4) Two or three day retreats
  - Nationally renowned speakers
  - Guest artists and government officials from across the state
  - Work time!
- Several meetings in between each retreat
- March-May = writing, writing, writing!
  - What's already happening?
  - What already exists to help us plan?

# ArtsPlan 06

- First cohesive and comprehensive look at arts planning on a community-wide level
- Some recommendations worked...others didn't
  - ACC formed in 2007
  - Riverwalk Arts Quarter in 2009; disbanded in 2011
- BUT never officially adopted by City Council

# Planning tools: The Northfield Comprehensive Plan

COMPREHENSIVE  
**PLAN**  
*for Northfield*





# Planning tools: Downtown Streetscape Task Force Plan

## Overall Design Concept

The streetscape elements selected as part of the Downtown Northfield Streetscape Project were reminiscent of other streetscape elements already existing throughout the Downtown and other parts of the community, but incorporate details unique to the Downtown area. Through the use of natural materials the elements are designed to be timeless, not out of fashion in 10 to 15 years.

The development of streetscape elements recognizes the historic and natural aspects of the Downtown, including historic buildings and the Cannon River. The Task Force established a palette of materials and imagery that should be incorporated into the design of all of the streetscape elements. The palette includes; a) Brick; b) natural stone; c) ornamental metal/ iron, and (d) the natural features of the Cannon River and the "Big Woods".



# Additional Plan Alignment

- Gateway Corridor Improvement Plan
- Northfield Strategic Plan:
  - Strategic Goal; Economic Development--Initiative, enhance tourism through arts, culture and recreation
  - Strategic Goal: Diversity, Equity, and Inclusion
- Arts Corridor Plan
- Roundtable Framework Plan

# Public Comment and Engagement

## August 2018: Public Comment Period

- 3 week online comment period
- Public event (60+ attendees) at Imminent Brewery

## Jan-Feb 2019: Engagement with other boards and commissions

- Secured support of EDA, EQC, HRC, Library Board, and Planning Commission



# Final Cultural Plan

# Differences between ArtsPlan 06 and new Cultural Plan

- o Creativity and culture, not just “arts”
- o Product AND process
- o Diversity and Inclusion
- o Realistic and attainable goals within the timeframe
- o Balance for our community members and for visitors

# Building the Brand

What is our identity?  
What is our unique “look?”  
How can we be a better “arts  
town?”



*Riverfront Fine Arts Festival  
Photo Credit: Griff Wigley*



# Working Together

How can we leverage resources?

How can we share info?

How can we infuse creativity into all we do?



*First Fridays*

*Photo Credit: NDDC*

# Placemaking: Products & Projects

How to create a “sense of place?”  
How to support current projects?  
How to encourage more?  
How do we keep “big ideas”  
moving forward?



*Northfield Community Band  
Photo Credit: NDDC*



# Guiding Implementation

What do we need to make it  
happen--human and financial  
resources?

Belt shining bright  
in winter's dark  
Orion strides  
westward across the sky  
and night by night  
leaves us a promise  
of returning spring



maggieebpatrick

# Next Steps & Implementation

- Adoption by City Council
- Implementation Sub-Committees
  - Chaired by ACC member but involving community members
  - First task: Solidifying measurables and metrics
  - Second task: Backwards Planning--yearly goals & 2019 quarterly goals



One last thing...

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**THANK YOU!**