

**ANNUAL
REPORT
2020**



NORTHFIELD
ARTS^{AND} CULTURE
COMMISSION

1% FOR THE ARTS

BACKGROUND

One of the most important goals of the Northfield Cultural Plan, adopted by the City in 2019, was the adoption of a 1% for the Arts Ordinance in order to provide sustainable funding for public art in Northfield and to ensure that art will have a place in public spaces throughout the city. On March 2nd, 2021 Northfield City Council approved this ordinance which requires all budgets for eligible capital improvement projects include an amount equal to 1% of the projected construction costs that is to be used for public art.

Once funding has been established, a Public Art Review Committee (PARC) is convened, typically consisting of members of the community, a city official from the sponsoring agency, and members of the Arts and Culture Commission. The site requirements and the nature of the community are seriously considered when the PARC makes its recommendations to the Arts and Culture Commission and City for final approval of the selected artwork.

A small investment with a big payoff, planning for public art plays a synergistic role in achieving goals laid out by other plans adopted by the city. As a part of the City's 2018-2020 Strategic Plan, tourism is enhanced by way of arts and cultural events that bring people to Northfield. Over 170,000 people attend arts and culture events in Northfield every year. The Comprehensive Plan and Downtown Streetscape plan call for public art in prominent locations as an attraction for visitors. Public art can be a valuable tool in equity, diversity, and inclusion efforts, raising awareness about climate change and ecology, and can spur economic development in a variety of ways.

REVENUES BY PROJECT

PROJECT BY YEAR

1% OF BUDGET*

2018 reconstruction & reclamation	\$35,728
2019 Street Reclamation	\$27,916
2019 Spring Creek Rd	\$11,211
2020 Mill and Overlay	\$28,672
Hwy 246 Roundabout	\$34,115
2021 Reclamation & Overlay	\$30,460

*1% for the Arts is 1% of capital improvement budgets. For example, the 2018 reclamation was budgeted at approximately \$3,572,800

EXPENDITURES

FUNDED ARTWORK

COST TO DATE

Division & Seventh Kiosk	\$41,203
Hwy 246 roundabout mural	\$15,790*
Domino's Love Mural	\$3,000
Threshold Sculpture	\$500
Hwy 3 and 3rd commission	--*

*projects currently underway. Table reflects expenditures to date.

\$2.2 million dollars are generated by nonprofits in the arts and culture sector each year in Northfield; 59 FTE jobs are supported by the nonprofit arts and culture sector; Over 500 volunteers participate at organizations supporting arts and culture; over 170,000 people attend arts and culture events every year; 80% of the audiences are local. For every dollar invested in non-profit arts, \$5 is returned to the local and state economies. (Americans for the Arts, Arts and Economic Prosperity 2019)



COMPLETED PROJECT: KIOSK AT DIVISION AND 7TH

Rick Swearer's Art Information Kiosk was the city's first major publicly funded art project through the 1 % for the Arts initiative, and was installed in early 2020. The kiosk serves as both informative exhibit and wayfinding tool, as well as serving as a work of art. With interactive digital signage, the lighted kiosk directs residents and visitors to points of interest in Northfield, while the multi-colored glass relief sculpture increases awareness of flora and fauna that are native to the region. Project cost of 41,203 paid with 1% for the Arts.



COMPLETED PROJECT: THRESHOLD

Kris Swanson's Threshold sculpture, funded by a partnership with the city of Northfield 1% for the Arts, the Northfield Downtown Development Corporation (NDDC), and the Southeastern Minnesota Arts Council (SEMAC), welcomes visitors to downtown via the west bank of the Cannon River.

Total project cost was \$6864, \$500 paid with 1% for the Arts, the remainder through a partnership with NDDC and a grant from SEMAC

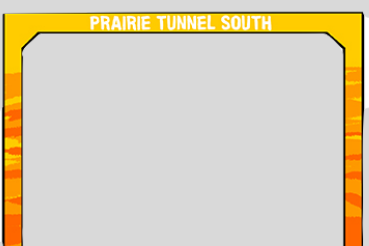
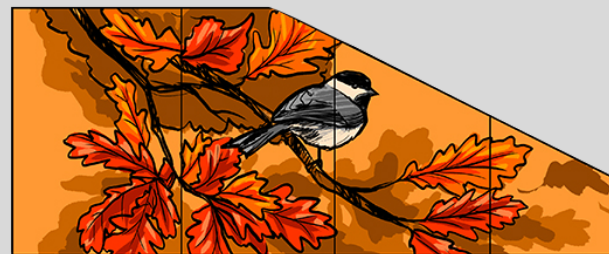
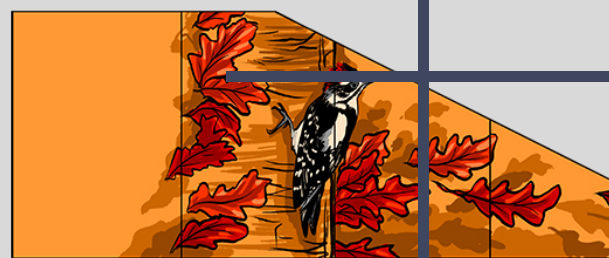


COMPLETED PROJECT: LOVE MURAL

The Love mural by Brett Whitacre, located at the Domino's building site, is already a popular downtown attraction for residents, newlyweds taking wedding photos, and visitors to Northfield.

Total project cost: \$5,581. \$3,000 paid with 1% for the arts.

This project was jointly funded by David Aase, the building owner, and the City of Northfield 1% for the Arts initiative.



CURRENT PROJECT: ROUNDABOUT MURAL

Artist Adam Turman's four large scale murals depicting the ecology of Northfield, Paying tribute the abundance of wildlife found in Oak Savannas as well as some of the best bird-watching that can be found in this Biome, was selected by PARC process in the summer of 2020, and will be installed in 2021 in the roundabout located at Hwy 246 and Jefferson Parkway

This project is budgeted at \$43,000



CURRENT PROJECT: HWY 3 AND 3RD ST SCULPTURE

Lakota artist John Sterner has been commissioned to create an American Eagle sculpture, to be placed at the northeast corner of highway 3 and 3rd Street.

A plaque containing the City's Land Acknowledgement statement will be included at the site.

This project is budgeted at \$30000



MAP OF EXISTING, CURRENT, AND POTENTIAL LOCATIONS

PUTTING ART ON THE MAP

#1: Kiosk at Division and 7th

#2: Threshold

#3: LOVE mural

#4: Roundabout mural

#5: Hwy 3 and 3rd sculpture project

#6: Arts Corridor

#7: Sculpture pad near roundabout

COMMUNITY PARTNERS

Northfield Downtown Development Corporation

Southeastern Minnesota Arts Council

Northfield Human Rights Commission

Northfield Chamber of Commerce

Northfield Arts Guild

David Aase

City of Northfield Public Works Department

City of Northfield Communications Department

Northfield Heritage Preservation Commission

Northfield Roundtable

ARTS AND CULTURE COMMISSION MEMBERS

Todd Edwards, Cynthia Gilbertson (Chair), Paula Granquist, Rob Hardy (Poet Laureate Liaison), Karna Hauck, Teresa Jensen (Vice Chair), Matt Klooster, Heather Lawrenz (Secretary), Madeline McDermott (youth), Edie Meehan (youth), Sam Nelson (youth), Kamalie Nieves (youth), Juliane Shibata, Bob Thacker, Natalie Draper (City staff liaison)



Arts and Culture Commission 1% for the Arts logo designed by Steve Maus

Report prepared by Natalie Draper