



PROJECT PROPOSAL

City of Northfield Comprehensive Plan "Dear, Northfield" Illustrations

Last year, I was part of *Arte en Acción* - a collective of Latine artists and activists who live and work in Northfield. At the request of the City of Northfield, our group crafted a multi-faceted public art project that connected community members to one another, while placing an emphasis on Latine voices. My contribution to this effort was a campaign titled "Dear, Northfield." Over 100 Latine residents were asked "if you could write a letter to the people who govern our city, what would you tell them?"

The campaign aimed to raise awareness on the challenges Latines face in our town, through posters that visually represented six recurring themes Latines were concerned about: transportation, housing, visibility, food access, language barriers, and community isolation. The posters included anonymous quotes and statistics uplifting the voices and contributions of Latines to our country. This proposal is a continuation of this effort, with a new set of color illustrations.

Latines make up the largest minority demographic in Northfield, yet often remain invisible to the greater population. What do Latine community members dream of? What is *their* vision of Northfield? With support from the City of Northfield, I will meet with local Latine artists, farmers, entrepreneurs, parents, youth and elders, to uplift their voices once more. Their hopes for the future will be documented through a second set of six illustrations that will include anonymous quotes. The designs will follow a similar aesthetic to those from 2023 to maintain cohesion. Designs will be shared digitally as complete posters (dimensions TBD) and separated into elements to allow more flexibility when integrating into the City of Northfield's Comprehensive Plan. Below is a cost-breakdown for the proposed work.

COST BREAKDOWN

DESCRIPTION	TIMELINE	HOURS	RATE	COST
Outreach: 100 interviews	8/1 – 8/30/24	35	\$50.00	\$1,750.00
Mileage: 400 miles (nerstrand/nfld)	8/1 – 8/30/24	-----	\$0.63/mi	\$252.00
Design time: 6 illustrations	9/1 – 10/1/24	48	\$75.00	\$3,600.00
Total				\$5,602.00

Thank you for your consideration! I look forward to working with you.

Rocky Casillas Aguirre, Rokaturas™ LLC
rokaturas.com | rokaturas@gmail.com | 507-403-9116