



Cultural Plan 2019-2024

Presentation by Alyssa Melby
Arts & Culture Commission
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Overview

Building the Brand

Working Together

Placemaking: Products and Projects

Guiding Implementation



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*

Building the Brand

- Raise awareness of multicultural assets and impact
- Increase tourism



Vintage Band Festival

Building the Brand

- What we've done?
 - Continued bi-monthly ACC opinion column
 - Lots of research on calendars*

- What's next?
 - Feed more stories to local news outlets

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

Working Together

- Sharing resources and coordinating efforts to plan arts and culture programming
- Foster and encourage new and diverse artists and other creative entrepreneurs to live and work in Northfield

Working Together

- What we've done?
 - (2) quarterly networking events for “arts and culture programmers, planners, and decision makers”
 - NEW “Events Planning” webpage under Arts and Culture Commission (venue list, internal planning calendar)
 - Met with Beth Kallestad and Riverfront Enhancement Committee to discuss how arts and creativity can be used to help support current city initiatives
 - New ACC members recruited from both colleges to help strengthen that relationship
- What's next?
 - Continue quarterly networking events
 - Continue to build out “Events Planning” page

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

Placemaking: Products and Projects

- Signify and designate a sense of unique place for downtown Northfield and the Cannon River waterfront
- Generate breadth of cultural programming that represents the diversity of Northfield's residents

Placemaking: Products and Projects

- What we've done?
 - New banner policy and banners installed!
 - Installation of the Informational Kiosk at 6th and Division
 - Come to a conclusion that we already have city-wide design standards!
 - Beginning research on "Cultural District" models
 - Began second major PARC for Roundabout
 - Assisted with Artists on Main Street initiative, led by NDDC
- What's next?
 - Determine if a "Cultural District" designation is worthwhile
 - Document process and procedures for PARC
 - Revise Art in Public Places policy to include more specific language around murals

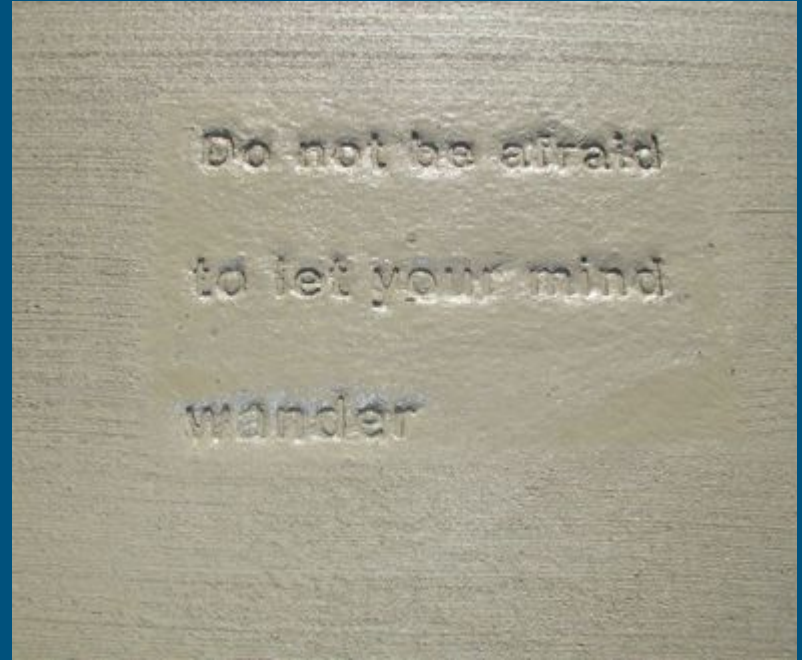


Artists on Main Street: Connections/Conexiones



Sidewalk Poetry

- Since 2011: 80 poems in 100+ locations
- Competitive process
- [Interactive Map](#)
- Last year: Spanish submissions (3 winners)
- This year: submissions open through Feb. 29, English and Spanish, *new* online form



Living Treasure Award

- Annual award that “honors those individuals and groups who have, over a period of time, made significant contributions to Northfield in, through, or on behalf of arts and culture, so as to enhance the reputation of the city and the quality of life of its citizens.
- Join us to celebrate Mac on Monday, February 24 at 6:30 pm
FiftyNorth



*2020 Living Treasure
Mac Gimse*

Young Sculptors' Project

- Biennial program started in 2011
- HS Art Teacher, Professional Artist, college apprentice, and 15 HS students
- Weekly meetings throughout academic year
- Move to HS at end of two years
- Grant received in Fall 2019; work has commenced!

SEMAC Young Sculptors' Projects

2011
*Tree of Knowledge
& Delight*



2012
*Celestial
Spheres*



2014
Octopus Garden



2018 *Waist Deep*



2016
*Rain
on
Mars*



Art in City Hall

- Two exhibitions a year
- Now up: *The Beauty of the Count* (2020 Census)



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

Guiding Implementation

- Provide sustainable city funding for public art and creative placemaking
- Leverage outside funding sources for placemaking initiatives

Guiding Implementation

- What we've done?
 - Assisted with Artists on Main Street initiative, led by NDDC

- What's next?
 - Revisit language the proposed 1% for the Arts ordinance to consider including use for maintenance, etc.
 - Consider NEA "Our Town" grant

THANK YOU!

