City of Northfield Cultural Plan
2019-2024

City Of Northfield Minnesota

The Best of Northfield

- **Exceptional Quality of Life:**
  Northfield remains local-centric, a way of life that provides an exceptional quality of life for its residents. Northfield has easy walkability/bikeabilty around our town and neighborhoods, a strong education system from preK through the two colleges of St. Olaf and Carleton, and an emphasis on environmentally friendly practices. Northfield has been named a Best Small Town to Live and Best Place to Retire.

- **Entrepreneurial, Creative Spirit:**
  Northfield fosters an entrepreneurial, creative spirit among its citizens. Northfield is Nonprofit Central, maintaining one of the highest number of registered non-profits per capita out of any city in the state of MN with over 70+ nonprofits. A part of this is a strong creative sector ranging from individual artists to a 55+ year community arts organization, the Northfield Arts Guild.

- **Best of Both Worlds:**
  Northfield is a highway of cultural exchange between the urban and the rural. With a close proximity to the Minneapolis-St. Paul metropolitan area yet surrounded by vistas of cornfields and forests, Northfield attracts cultural talent from afar to our quaint community, while simultaneously nurturing homegrown creativity among its residents.

- **Natural Beauty:**
  The stunning natural environment of Northfield spirals around the Cannon River running through the center of town. Thirty-five city parks, as well as the St. Olaf Natural Lands and the 800-acre Carleton Arboretum,ensure easy access for its residents and visitors to havens of fresh air, flora, and fauna of our region.

- **Civic Pride:**
  Northfield exudes a sense of civic pride in its charming historic downtown, two world-class colleges that anchor the community, and a long-standing tradition of volunteerism and civic engagement. Each year, one of the town's most famous examples of civic pride is celebrated during the Defeat of Jesse James Days. This event draws more than 100,000 people to the community to honor bank teller Joseph Lee Heywood's heroic actions at stopping the infamous James/Younger Gang in 1876.

Engaging in creative experiences through arts and culture provides the ultimate expression of our human experience and is essential to a thriving community. Research shows that these experiences have benefits on personal and community levels:

for individuals:
Engaging in the arts and culture builds character, creates emotional connection, expresses stories, generates a sense of belonging, and offers opportunities for authentic participation.

for the community:
Engaging in the arts and culture generates places to gather, draws people to live and work here, creates a sense of place, connects people to each other, enhances civic pride, assists with community development and growth, and increases civic engagement.

ARTS & CULTURE: ECONOMIC BENEFITS

$2.2 million dollars is 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 at participating organizations support arts and culture.

Over **170,000** people attend arts and culture events each year.

80% of audiences are local.

Data from 2016 Economic Impact Study completed through the Creative MN project. https://www.creativemn.org/wp-content/uploads/2015/10/Northfield1PgrCompPrint.pdf Fourteen organizations participated in the 2016 Economic Impact Study: Ameriikan Poijat Finish Brass Band, ArtOrg, Prairie Creek Community School, Bridge Chamber Music Festival, Cannon Valley Youth Orchestra, Cello an American Experience, City of Northfield, I Cantanti Chamber Choirs, Lockwood Theater Company, Northfield Arts Guild, Northfield Historical Society, Northfield Senior Center, Northfield Youth Choirs, and Norwegian-American Historical Association Includes audience totals from the 2016 Economic Impact Study participating organizations plus the annual estimated attendance at the Defeat of Jesse James Days.

About the Cultural Plan

Foundations of the Cultural Plan

The purpose of this plan is to provide direction on building the cultural life of our community through the mechanisms of cultural placemaking, "a process where partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities." This plan was built from the foundation of ArtsPlan 06 and includes alignment with the City of Northfield's Comprehensive Plan and 2018-2020 Strategic Plan and their focus on downtown, in addition to the Northfield Roundtable's 2017 Framework Plan and the Arts Corridor plan. Information from the State of the Arts meeting held in November 2016 also informed the final plan. The plan strove for a balance between downtown and neighborhood development, and between dreaming big and being realistic on implementation within a five-year span.

The plan went through a public comment process, including a feedback event held at Imminent Brewery on August 22, 2018. These comments were taken into consideration during the final drafting of the plan. The plan would then be adopted by the City of Northfield, with the responsibility of implementation on the Arts & Culture Commission in conjunction with City staff and key partners, including the Convention and Visitors Bureau, the Economic Development Authority, Northfield Downtown Development Corporation, the Northfield Arts Guild, and others. Implementation subcommittees will determine metrics associated with each goal.

Guiding Values & Principles of the Cultural Plan

- *We, the City of Northfield, value the arts, culture, and creative experiences as ways for us to connect with one another, with ideas, and with ourselves. They represent an integral part of Northfield's educational mission and programs for young people, a means to engage the talents and involvement of retirees and senior citizens, a way to include new ethnic groups in Northfield's identity and sense of community, and a bridge for creative collaboration between the two colleges and community members.*
- *We value the creativity that is inherent in each person.*
- *We value a culture of inclusiveness that honors diverse histories and experiences.*
- *We value the link between arts, culture, and natural recreation as a way for people to experience and emotionally connect to a place.*
- *We value creative thinking and problem-solving in addressing our city's most pressing priorities.*
- *We value the creative sector in our local economy and the ripple effect of growth and impact it has on businesses of all varieties, especially in the downtown.*
- *We value arts and culture as vital components of community life worthy of investment and support from the public, private, and nonprofit sectors.*

Everyone in Northfield, young and old, has a chance to make an impact. Help make the Cultural Plan a reality by joining an implementation subcommittee! Visit us at: www.ci.northfield.mn.us to sign up today!

Creativity & Culture Roadmap

Strategic Priority	Desired Outcome	Key Outcome Indicator	Target	Strategic Initiatives
Building The Brand	Raise awareness of multicultural assets and impact	• Social Media Engagement • Arts & Culture news stories	• 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	• Calendar Usage • Lodging Tax • Events attendance • Arts & Cultural annual event list	• 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	• Meetings occur • Partnerships • City council presentations • College involvement	• 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/or 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 d. Develop stronger relationships with organizations that support our diverse residents
	Foster and encourage new and diverse artists and other creative entrepreneurs to live and work in Northfield	• Board & Commission placements • Affordable housing units	• _____% 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.	• Gateway Corridor plan recommendations • Process, procedures, and templates for PARC • Community Cultural Center recommendations • Arts & Cultural District plan	• Gateway Corridor 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, with particular attention to showcasing the breadth of cultures present in Northfield 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	• City Council declarations • MOU sponsor/partner template • Sponsor new cultural programs	• ____# city council declarations/ year related to arts & culture • Create MOU template • ___# new cultural programs/year	
Guiding Implementation	Provide sustainable city funding for public art and creative placemaking	• 1% for the Arts Ordinance	• 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	• Grant writer position • External Grants	• Hire grant writer position • ____$ received for new cultural placemaking activities • _____$ distributed to city residents/orgs for cultural placemaking activities	

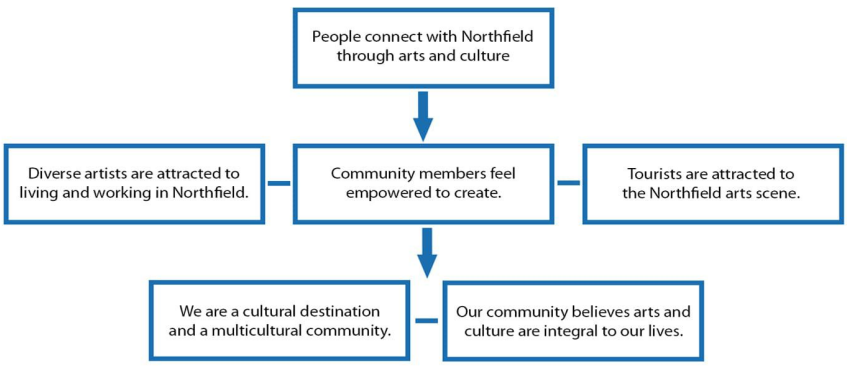
Cultural placemaking: process where partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. (definition from National Endowment for the Arts)
PARC: Public Art Review Committee
Gateway Corridors: Major entrances to the city as noted in the Gateway Corridors plan
Arts & Cultural District: A designated space centered in downtown that would offer tax-based incentives for creative businesses; does not span entirety of proposed Arts Corridor.
Culture: the whole of the community's intellectual and social formation, including its work, thoughts, behaviors, and beliefs as manifested through the arts, food, oral languages, dress, homes, recreation, history, landscape, rituals, traditions, celebrations and festivals.
Diverse/diversity: a multiplicity of distinct and unique individuals and groups
Cultural destination: a place known for its unique history and identity that people from outside of the community want to visit and experience

Creating Northfield's Future

Envisioning Northfield

City of Northfield Vision Northfield is an open, safe, and welcoming community, recognized for its world-class colleges and historic riverfront downtown, and is dedicated to sustainably enhancing and preserving its vibrant culture, celebrated arts, strong economy, and an excellent quality of life where all can thrive.

If the Cultural Plan is implemented, people will connect with Northfield through arts and culture. If people connect with Northfield through arts and culture, then diverse artists and other creative entrepreneurs are attracted to living and working in Northfield; community members feel empowered to create; and tourists are attracted to the Northfield arts scene. If all of these happen, then our community believes arts & culture are integral to our lives and we are a cultural destination with a multicultural community.



On the Future Horizon…

- *Downtown community cultural center[4] that includes performances, retail, studios, gallery, library, meeting spaces and organizational offices*
- *City staff member dedicated to arts and culture coordination through the city*
- *Designated arts corridor[5] in the community*
- *Affordable artist housing, studio space, and casual multi-generational performance spaces for all artists and other creative entrepreneurs*

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4 Community Cultural Center: " downtown community arts & cultural center that includes performances, retail, studios, gallery, library, meeting spaces and organizational offices" (Northfield Comprehensive Plan 2008)

5 Arts Corridor: another geographic designation within the City that captures a majority of the arts and cultural attractions within the city.

Arts MIDWEST | ArtsLab℠ | Northfield Downtown Development Corporation | THE GUILD Northfield Arts Guild | Clean Water Land & Legacy Amendment