



**ARTISTS ON MAIN STREET
LETTER OF INTENT
DUE BY FRIDAY, October 19, 2018**

Designated Minnesota Main Street communities are invited to apply to participate in the second year of Artists on Main Street as a part of the second cohort of communities over a three-year period. The program is a partnership between the Preservation Alliance of Minnesota and Springboard for the Arts, with support from the Bush Foundation.

The purpose of Artists on Main Street is to develop a model for rural community development at the intersection of arts and culture, downtown revitalization and historic preservation. The program will consist of creative community development training and support for artists and community leaders over three years, \$15,000 in project funding for 10-15 small artist-led projects that address local challenges affecting communities' downtowns during the first year, \$10,000 in project funding the second year, and continued cohort and technical support the third year.

Four communities will be selected in late October, with programming beginning in November. Only affiliated and accredited communities of the Minnesota Main Street program are eligible to apply.

Community Requirements and Timeline:

- If selected, confirm participation with PAM 3 days after notification.
- Identify at least one organizational partner who will help carry out the project
- Bring 2-3 community leaders and attend cohort meeting on November 30th, 10am to 3pm (tentative) in Mankato, MN. It is recommended to include a city representative as one of the community leaders and/or the organizational partner. Community leaders should have strong interest in learning how to work and collaborate with artists on community development issues, and can represent a wide variety of sectors - government, education, arts, recreation, economic development, etc.
- Host 1-2 Creative Placemaking workshops for artists from your area (facilitated by Springboard and PAM) between January and April 2019.
- Organize a community panel to review and select artist project proposals and coordinate artist submissions, presentations, and selection
- Support artist projects as they occur throughout summer and early fall, including coordinating photo/video documentation and evaluation
- Participate in 3 additional cohort meetings in 2019 (one in spring, summer, and fall) and future cohort meetings in 2020 and 2021

**Benefits of Artists on Main Street:**

- Build new relationships with your creative community and explore opportunities to creatively address issues in your downtown
- Development and installation of new artwork or creative experiences that add value and vitality to your downtown
- Receive support on planning and implementing creative placemaking projects through training, one-on-one technical assistance, long term planning, and cohort support
- Access to \$15,000 in funds to support artist-led projects
- Access for up to \$5,000 for costs associated with project management and implementation
- Receive continued cohort and technical support for an additional two years, and \$10,000 during the 2nd year of the program (2020).

Artists on Main Street Letter of Intent

Project Leader: Jenni Roney

Title: Executive Director

Organization: Northfield Downtown Development Corporation

Address: 19 Bridge Square Northfield, MN 55057

Email: Jenni@NDDC.org

Phone: 507-645-5604

Collaborating Partner(s) and description of their mission: Northfield Arts and Culture Commission; Northfield Arts Guild

Are you and at least 2 other community leaders able to attend a cohort meeting on November 30th if your community is selected? Please list who will be available to attend. Yes; Jenni Roney, NDDC; Teresa Jensen, City of Northfield; Heather Lawrenz, Northfield Arts Guild/Northfield Arts and Culture Commission

Are you able to promote and host 1 to 2 four-hour creative placemaking training for artists sometime between January and April? Yes

Answer the following questions in 1 to 2 paragraphs each:



- Describe your local arts and culture community (arts organizations, individual artists, creative industry) and how you will get them involved.

Northfield is fortunate to have a robust and thriving creative scene, anchored by the Northfield Arts Guild (a nearly 60-year old community-based arts organization), two liberal arts colleges (Carleton and St. Olaf), and the Arts and Culture Commission for the City of Northfield. Several other arts and culture nonprofits provide opportunities for young and old, including the Northfield Historical Society, Northfield Youth Choirs, Vintage Band Festival, and I Cantanti, while individual artists showcase their work in numerous places around town, including The Guild, City Hall, Riverwalk Market Fair, and the monthly First Friday Art Night events hosted by the Northfield Downtown Development Corporation. Several artists rent studio space in downtown, while at least five of the for-profit downtown businesses are within the creative sector and several more businesses regularly lend monetary and human resources to creative endeavors.

Key stakeholders will be involved through a variety of means, including:

- As part of the City's Cultural Plan, quarterly meetings of arts and culture organizations and individuals will occur, and planning for this project could comprise a key initial purpose for convening these stakeholders.
 - Marketing and promotional efforts will be asked of everyone in order to ensure that our reach for gathering artists and participants reflects the breadth of our community and our networks.
 - For temporary art installations within the downtown area and on publicly-owned land, the Public Art Review Committee will review all applications. This committee includes a cross-section of people, including City staff, ACC members, artists, and downtown business owners with a vested or expressed interest in the project.
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- What is your community's Main Street planning or development challenge that you would like the arts and artists to address? This challenge can be physical, social, economic, or other(i.e. empty storefronts, cultural/generational divides, long-term improvement projects, etc.).

Our challenge is to sustain a vibrant downtown by: providing art and creative placemaking experiences that draw people to shop, dine and connect in Downtown Northfield; enhancing our downtown's aesthetics through the creativity of our local artists; and utilizing the arts as a springboard for improving diversity and inclusiveness in Downtown Northfield across all cultures.

- How do you know this challenge is real? What role might artists play in helping address this challenge? Competition from online retailers and high overhead costs make it



challenging for business owners to succeed on today's main street. Retailers and restaurants must provide an experience that brings customers into their doors and dollars into the local economy. Historic downtowns need aesthetic upgrades and artistic touches that create a sense of place. At the public feedback session on the Cultural Plan, a recurring theme was that the plan did not address with enough specificity how culture and diversity were being defined and promoted in the plan. The opportunity to use creative minds to help us with defining and expressing our commitment to culture and diversity within our community would be tremendous.

- What do you hope will be different in the community when this project is completed?

We hope that the Artists on Main Street program will empower artists to create their own solutions and see the results in Downtown Northfield. Through this program, people will see that art is fun to create and simple to implement into our community. People of all cultures will feel at home in our downtown. Northfield will continue to grow its reputation as an arts destination.

- Does your community have other resources or funding that will support this program?
We have many organizations, volunteers and staff members who already collaborate on community art initiatives. We do have a public art review committee already established. Our First Friday Art Night program would be a natural event for showcasing and publicizing the Artists on Main Street initiatives.

- Is there anything else you'd like us to know?

The following are the Guiding Principles and Values of the Cultural Plan (official adoption by City Council forthcoming within the next six months):

- 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 collaboration between faculty and student artists at the two colleges and community artists.
- 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.

This grant would help us to enact and invigorate our “Placemaking: Products and Projects” strategic priority that calls for supporting the expansion of creative placemaking activities within our city. Further, the City of Northfield current strategic plan has an emphasis on developing downtown which this grant would also align with and support.