



**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:

Title:

Organization:

Address:

Email:

Phone:

Collaborating Partner(s) and description of their mission:

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.

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

**Answer the following questions in 1 to 2 paragraphs each:**

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



2. 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.).
3. How do you know this challenge is real? What role might artists play in helping address this challenge?
4. What do you hope will be different in the community when this project is completed?
5. Does your community have other resources or funding that will support this program?
6. Is there anything else you'd like us to know?