



Connection/Conexión Proposal Guidelines

FOR PROJECTS TAKING PLACE May 15-October 1, 2019

What is Connection/Conexión?

Northfield Downtown Development Corporation and its partners, the Northfield Arts Guild and the City of Northfield's Arts and Culture Commission, hope that Connection/Conexión will use art and creativity to:

- provide provide intriguing, welcoming gateways and/or views of our entire downtown area
- engage with people who spend time near the river
- create opportunities for people of all backgrounds to be more connected to our downtown area
- draw people downtown to shop, eat, dine, and utilize our assets along the river

Projects will use art, creativity, events or performances to help to draw people's attention to the west side of the downtown district and connect the west side of downtown to Division Street. Projects should occur within the boundaries of 2nd Street on the north, 5th Street on the south, the railroad tracks on the west side of Highway 3 and the East Riverwalk/back of Division Street buildings on the east.

The submissions will be judged on the following criteria:

- Draws people's attention to this area of downtown and/or invites them to cross between sides
- Enhances the vibrancy of the west side of the C1 Business District
- Utilizes and showcases current assets within the area, including but not limited to the river, Ames Park, the Depot, etc.
- Offers experiences and spaces that surprise, delight, intrigue, and welcome all

What do you need to do to get involved?

1. Attend the Creative Placemaking workshop on March 8 from 5:30-8:30 pm at the Northfield Arts Guild **OR** March 9 from 9 am-12 pm at the Northfield Public Library.
2. Develop a project idea that includes at least one artist (i.e. builder, musician, painter, writer, gardener, filmmaker, knitter, etc.) and one community collaborator (i.e. business, nonprofit, school program, etc.).
3. Prepare your proposal and budget (maximum project support is \$1000).

4. Submit your proposal to kathy.rush@ci.northfield.mn.us by April 12, 2019.

If your project is accepted:

1. Sign contract and receive 80% of project support (i.e. \$800 if you're requesting \$1000).
2. Initiate and complete project by October 1, 2019.
3. Help Northfield Downtown Development Corporation communicate information about your project while you do it.
4. In any description or credits of project, always use the following language: *"This activity is part of Artists on Main Street, a partnership between the Northfield Downtown Development Corporation, Minnesota Main Street and Springboard for the Arts, with support from the Bush Foundation."*
5. Submit final report (This will be a simple set of questions asking what you did and an updated list of expenses. The form will be sent with your contract when the project is confirmed).
6. Receive remaining balance of support and celebrate with your friends and partners!

PROJECT PLANNING CHECKLIST

Attend a Creative Placemaking workshop.

Project has at least one artist and community partner.

Project must address the vision and goals of Connection/Conexión.

Project must have permission from property owners and cannot have adverse affect on historic property.

If your project requires city permission, get in touch with Teresa Jensen, Director of IT and Libraries and staff liaison with the Arts and Culture Commission, before proceeding with planning.

Project must be accessible to people with disabilities.

Project is new- it can be based on existing work but is a new effort or collaboration.

If the project is an event(s), event must be free.

Project is do-able – project must be completed by October 1, 2019.

The maximum project support available per project is \$1000. Collaboration with other projects, or seeking matching funds is encouraged **but not required**.

PROJECT PROPOSAL MATERIALS

Please send the following in pdf or word format to kathy.rush@ci.northfield.mn.us.

1. COVER PAGE (1 page max)

- ☐ Project name (something catchy!)
- ☐ Project Summary (keep it short – how would you describe to someone on the street?)

- ☐ Lead Artist(s) Contact info
 - Name
 - Address
 - Phone
 - Email
 - Website
 - Describe yourself as an artist. This is not about credentials – what is it that you do as an artist? (3 sentences max.)
- ☐ Community Collaborator(s) Contact info
 - Name
 - Address
 - Phone
 - Email
 - Website
 - Describe your organization/program and its interest/goals in Connection/Conexión. (3 sentences max)
- ☐ Address/Location(s) of proposed project (describe if necessary)

2. IMAGES AND IMAGE LIST (5 jpgs max)

- ☐ Please provide up to 5 images of “before” pictures of the site(s) where the project will happen. Nothing fancy here – cell phone photos are acceptable! Submit images as jpgs, in this format: 01.ProjectName.jpg, and if necessary, describe each image on a separate sheet.

3. PROJECT PROPOSAL (3 pages max)

- ☐ The Story (what are the issues/needs/opportunities being addressed as they relate to the goals of Connection/Conexión.
- ☐ The Project (what are you going to do? How does it address ideas stated above using art and culture? If it is related to existing work, how is it new or different?)
- ☐ The Plan and Timeline (Describe the activities and timeline required to complete your project by October 1, 2019.)
- ☐ Outreach/Promotion (Who is your audience? How will you let people know about your activity or event?)
- ☐ Additional Info (Is there anything else you would like to tell us about your proposal?)
- ☐ Optional Supporting Images/Work Samples (Include if you wish to submit draft designs, mock-ups or other relevant materials that reflect the final product for your Project.)

4. BUDGET (1 page max)

- ☐ Use the template on the next page as a guideline for developing your budget.

BUDGET TEMPLATE

Expense Item	Cost
Time (artist/collaborator compensation)	

Materials (describe)	
Other	
Total	

Income Source	Amount
Artists on Main Street support (up to \$1000)	
Other <i>(not required, but if you have other secured funds, list them here)</i>	

SUBMISSION, DEADLINES AND REVIEW PROCESS

Submit your proposal materials to kathy.rush@ci.northfield.mn.us by April 12, 2019.

How is my project reviewed?

The submissions will all go through the Public Art Review Committee process established by the Arts and Culture Commission of the City of Northfield. It will include between five and seven members, including two ACC members, two City of Northfield staff members, a representative of the Northfield Downtown Development Corporation, and downtown business owners.

You will be notified of your project status by May 1, 2019 at the very latest.

HAVE FUN AND GOOD LUCK!