



SUMMARY

The **Northfield Downtown Development Corporation (NDDC)** was selected in Fall 2018 to participate in the Artists on Main Street program (AOMS), a community development initiative offered through **Rethos: Places Reimagined** and **Springboard for the Arts**, with support from the **Bush Foundation**. The program explores the intersection of arts and culture, downtown revitalization, and historic preservation by investing in “creative placemaking” projects within a defined area of a community. Creative placemaking has many different definitions, but could be simply described as using art and other creative activities to make positive physical, economic, and social impacts within a particular place or community.

The overarching goals of Northfield’s program include:

- Providing art and creative placemaking experiences that draw people to shop, dine and connect in Downtown Northfield;
- Enhancing the downtown’s aesthetics through the creativity of our local artists;
- Utilizing the arts as a springboard for improving diversity and inclusiveness in Downtown Northfield across all cultures.

Northfield’s first year of involvement (2019) in the program was a rousing success, with ten projects funded under the theme of “*Connections/Conexiones*” – highlighting the physical and cultural divides that too often get in the way of a thriving community. These projects included musical performances, poetry readings, spoken word events, pop-up art installations, and one large cement shark.

This year, the NDDC is again partnering with the **City of Northfield’s Arts & Culture Commission** and the **Northfield Arts Guild** to offer local artists, creatives, and makers the opportunity to apply for funding to support relevant projects that can extend into spring 2021.

FAQS – MORE DETAILS, PROPOSAL REQUIREMENTS, SUGGESTIONS, ETC.

What is this year’s theme? We are making it a bit more expansive, hoping to inspire thinking and creativity around the theme of “*VISIONS OF NORTHFIELD’S FUTURE.*” Proposals might, for example, address concepts such as evolving demographics and increasing cultural diversity; climate change or the environment/nature in general; the impact of technology and digital life on physical communities; or many others besides. We encourage all applicants to think broadly and make a case for *your* vision. Preference will be given to projects that embody a *positive* vision of the future, in accordance with the principles of creative placemaking – think of adjectives such as welcoming, delightful, whimsical, thought-provoking, and so on.

Who is eligible to apply? Everyone! Northfield residency is not required, and you don’t have to be an established “artist” or creative professional. Anyone with a good idea and a plan to see it through will be considered. If you do not currently reside in Northfield (or even if you do), it will be helpful for

your application to describe your connection to the community and how it would influence your proposed project. Collaborating with other organizations such as businesses, nonprofits, schools, etc. is also encouraged and can help maximize the reach and impact of your project.

What kinds of projects are eligible for funding? As mentioned above, there are no restrictions as to what kind of “art” or “creativity” might receive funding. Visual art, performances, interactive events, residencies, etc. are all fair game, and no idea is too big or too small.

Where can projects be located? Projects may take place anywhere within the C1 zoning district or adjacent park land (see the pink highlighted area on the attached map). Don’t worry about getting permissions from property/business owners or the City ahead of time – program leaders in the NDDC, ACC, and Guild can help you through that if your project is selected for funding.

How much funding is available? Applicants can request up to \$10,000 to support their work. The number of projects selected for funding will ultimately depend on the quality of the proposals and the amounts requested, and larger budgets are not necessarily favored as we seek to support a variety of different placemaking projects. Selected projects will receive 80% of their funding up front and the remaining 20% upon completion.

How will proposals be evaluated? An independent Public Art Review Committee (PARC) comprised of local artists and arts enthusiasts will judge proposals on several criteria, including:

- Strength of proposal’s connection to this year’s overall theme: “Visions of Northfield’s Future.”
- A detailed project timeline and budget describing the cost for necessary materials, artist time/expertise, promotions/advertising, and so on.
- Most importantly, the proposal should clearly articulate the *impact* of the project and how the Northfield community will be involved in the project: as co-creators, participants, consumers, or any combination of those things.

Complete details and proposal requirements are available on the application document (attached separately, or found on the NDDC website).

When are the proposals due? Proposals must be submitted by 12:00pm on Friday, July 17th. Applicants will be notified of the PARC’s decisions by Monday, August 3rd.

How long will I have to complete my project? Projects and final reports must be completed by May 31st, 2021, including a public dedication or event associated with your project. Please consider this deadline when formulating your proposal. Incomplete projects will forfeit the final 20% of their grant award.

How can I learn more? Program organizers are happy to provide information and examples about creative placemaking, past successful projects, and answer any other questions you might have. Please reach out any time to Greg Siems (greg@nddc.org) or Heather Lawrenz (heather@northfieldartsguild.org) with questions or concerns.