

## **Downtown Northfield Awarded Artists on Main Street Grant**

(Northfield, MN – November 13, 2018) The Northfield Downtown Development Corporation announced today that they have been awarded a \$30,000 grant through the Artists on Main Street initiative. 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 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 the downtown during the first year, \$10,000 in project funding the second year, continued cohort and technical support the third year, and up to \$5,000 for costs associated with project management and implementation.

“We are thrilled to receive this grant,” said NDDC Executive Director Jenni Roney. “It is a wonderful opportunity to for our creative community to take the lead in enhancing the vibrancy of our downtown.”

The NDDC will collaborate with representatives from the City of Northfield’s Arts and Culture Commission, the Northfield Arts Guild and the Northfield Main Street committee to facilitate the grant program. As a part of the Artists on Main Street program the NDDC will:

- Host 1-2 Creative Placemaking workshops for artists from the area (facilitated by Springboard and PAM) between January and April 2019.
- Work with the City of Northfield’s Public Art Review Committee to coordinate artist submissions, review and select artist project proposals
- Support artist projects as they occur throughout summer and early fall
- Participate in three additional cohort meetings in 2019 and future cohort meetings in 2020 and 2021

Roney said the program will help the NDDC to sustain a vibrant downtown by “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; and utilizing the arts as a springboard for improving diversity and inclusiveness in Downtown Northfield across all cultures.”

Artists interested in participating in the placemaking workshops or submitting a project proposal should visit [downtownnorthfield.org](http://downtownnorthfield.org) for Artists on Main Street updates or email [jenni@nddc.org](mailto:jenni@nddc.org).