

# MAIN STREET ND

2021 INITIATIVE



## **MSI ANNOUNCES ARTISTS ON MAIN PROGRAM LETTER OF INTENT DUE BY FRIDAY JUNE 25<sup>TH</sup>, 2021**

North Dakota Main Street Initiative (MSI) is proud to announce the creation of an Artists on Main Program. This accelerated program offers technical assistance and funding to develop and install art to one North Dakota MSI community. This unique opportunity consists of creative community development training, one-on-one technical assistance for artists and community leaders from placemaking experts, and financial support for up to five small projects that address local challenges affecting the vibrancy of their community.

The purpose of MSI's Artists on Main program is to develop an example for rural community development as it relates to arts and culture, downtown revitalization, and historic preservation. This program is offered as a result of a partnership between the North Dakota Department of Commerce, Springboard for the Arts, and Rethos.

The community selected should identify a local challenge affecting vibrancy, and interested in sharing potential solutions with other rural North Dakota and regional communities to showcase how art and vibrancy can drive economic activity. Some examples of challenges identified to be addressed by previous communities:

- Promote regular activity in the downtown district on weekdays and evenings beyond special or annual events
- Reframe the perception of the downtown district from boring or old to a more positive space
- Make alleyways attractive and accessible for customers to enter and linger as the street in front of businesses has fast traffic
- Renew the energy in the downtown district rather than focusing on business development on the edges of the community

To view outcomes of workshops facilitated by Rethos and Springboard visit: [Artists on Main Street | Rethos](#)

### **Benefits of Artists on Main Program:**

- 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 funds to support artist-led projects

**Requirements: An applicant must:**

- Be an existing MSI designated community with a population of 10,000 or less.
- Identify one organizational partner who will help carry out the project
- Have identified the increase or development of art and/or vibrancy within their action plan or strategic plan
- Be willing and able to assist in the organization of a community panel to review and select artist project proposals and coordinate artist submissions, presentations, and selection.
- Be able and willing to host 1-2 Creative Placemaking workshops for artists from your area
- Participate in the Main Street Summit October 12, 2021 in West Fargo, ND to showcase the project and learned activities.

**Timeline:**

- June 25 — Letter of Intent (application) deadline
- June 30 — Community selection announced
- July 6 — Community acceptance deadline
- Mid July — Project kickoff meeting
  - 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.
- July-September — Project performance period with Rethos and Springboard for the Arts organizations, which will guide a community to:
  - Host a half-day Creative Placemaking workshop for artists from your area (facilitated by Springboard in August 2021, preferably the week of 8/30-9/3/2021).
  - Organize a community panel to review and select artist project proposals and coordinate artist submissions, presentations, and selection.
  - Support artist projects as they occur, including coordinating photo/video documentation and evaluation.
- September 15 — project status update
  - Project does not need to be complete by this date, but a summary is required in advance of the ND MSI Summit.
- October 12, 2021 — MSI Summit Participation with Rethos and Springboard for the Arts.

**To apply for this program, submit a letter of intent to [mehanson@nd.gov](mailto:mehanson@nd.gov) by June 25, 2021 with the following information:**

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 at least one cohort meeting 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 in the summer of 2021?

**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. How have you identified art or vibrancy as part of your community's future opportunity?
3. 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.).
4. How do you know this challenge is real? What role might artists play in helping address this challenge?
5. What do you hope will be different in the community when this project is completed?
6. Does your community have other resources or funding that will support this program, either now or into the future?
7. What dates and times have been identified for the half-day (4-5 hour) Creative Placemaking Workshop? Are you able to hold it within the preferred week of 8/30-9/3/2021)?

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