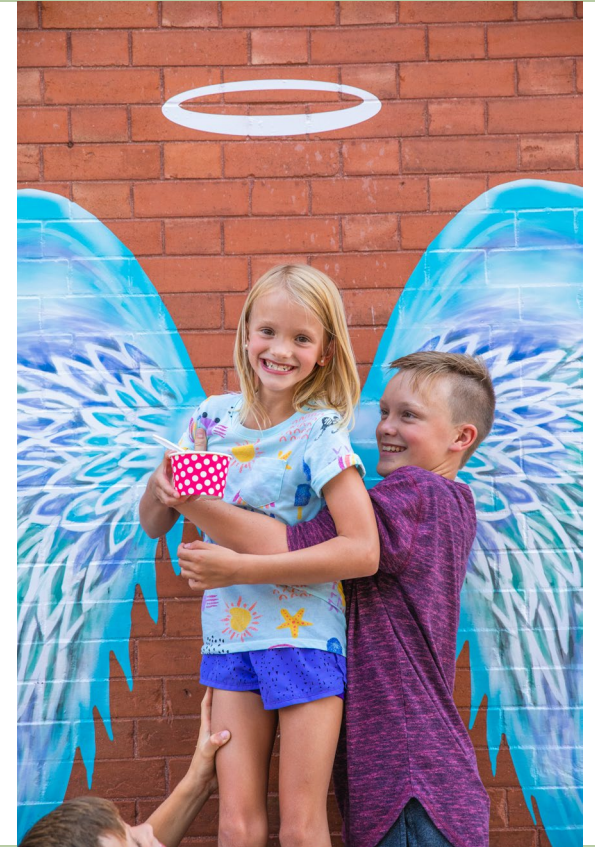




ARTIST ON MAIN PROGRAM


STATEWIDE PUBLIC SPACE INITIATIVE-ARTIST ON MAIN STREET PROGRAM

North Dakota Main Street Initiative (MSI) is proud to announce the Artists on Main community grant program. This accelerated program offers technical assistance and funding to develop local, artist-led projects in five North Dakota communities. 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.



ECONOMIC DEVELOPMENT ADMINISTRATION, EDA

STATEWIDE PUBLIC SPACE INITIATIVE-ARTIST ON MAIN STREET PROGRAM



The purpose of Artists on Main Street program is to support rural community development at the intersection of arts and culture, downtown revitalization, and historic preservation. Artists on Main Street is offered because of a partnership between the North Dakota Department of Commerce, Springboard for the Arts, and Rethos. Artists on Main Street is a year-long initiative that includes training and technical assistance for community leaders, creative placemaking training for local artists, and direct project funding. Community leaders leave with tangible skills and processes for hiring artists for civic projects, a portfolio of artist-led placemaking projects that gather information and ideas from the community and strengthened relationships across sectors. Artist's leave having had a chance to demonstrate their talents and ideas in the community, and new relationships with civic leaders and local businesses.

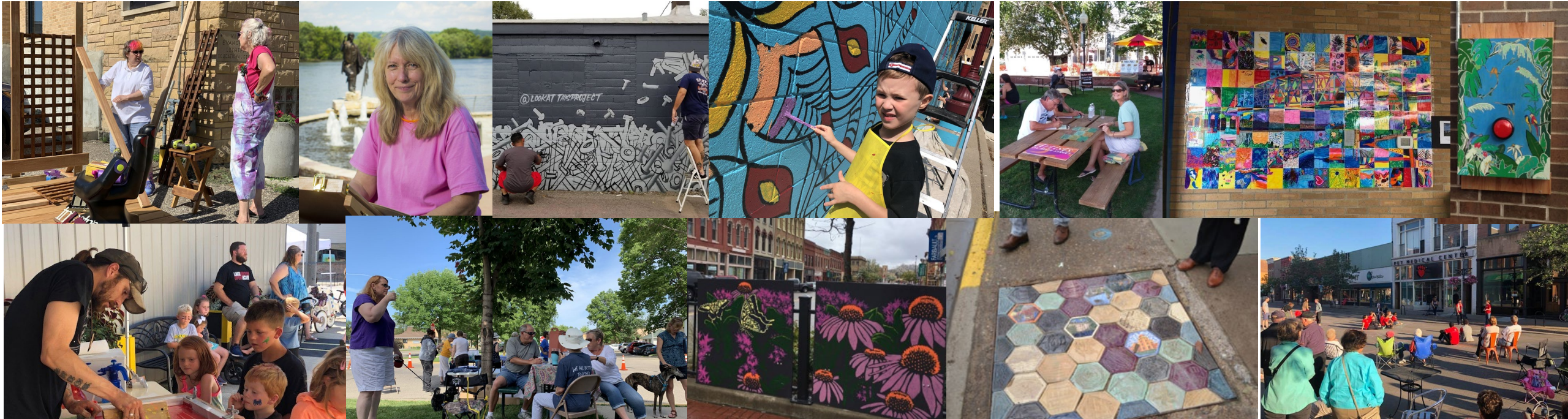
Emily Kurash Casey
Rethos
Community Programs Director
Emily@rethos.org



Michele Anderson
Springboard of the Arts
Rural Program Director
michele@springboardofthearts.org



ARTISTS ON MAIN STREET: FOSTERING ECONOMIC GROWTH THROUGH CREATIVE COMMUNITY DEVELOPMENT



SPRINGBOARD
for the arts

R
RETHOS[™]
PLACES REIMAGINED



RETHOS[™]

PLACES REIMAGINED

We believe communities flourish when places are reimagined, cultures are celebrated, learning is inspired, and small businesses are supported.

Our Programs

Education . Main Street . Real Estate . Policy

Artists on Main Street





MINNESOTA
MAIN STREETS

MN

BY RETHOS

Main Street is an asset-based economic development program that leverages existing assets to develop a thriving and active downtown.



Selfie Shark: Northfield, MN

Artists on Main Street





Springboard for the Arts' mission is to cultivate vibrant communities by connecting artists with the skills, information, and services they need to make a living and a life.

ART IS



a weaving of
meaning-making
activity with any or
all parts of our lives.

-Allan Kaprow



Rainbow Trees: Willmar, MN

Key Values

By creating a shared program, Artists on Main Street highlighted the following:



Shut Down Third Street: Winona, MN

Downtown is for everybody.

Main Street leaders should advocate for quality design that makes it easier for everyone to access and enjoy their districts.



Corny Cut Outs: Olivia, MN

Creative People Power

Artist-led community and economic development that builds reciprocal relationships, cross-sector partnerships, and asks what else is possible.



Bridge Weaving & Goose Be Gone,
Northfield, MN

ARTISTS ON MAIN STREET: THE PREMISE



Foster artist-led problem solving to solve challenges in historic downtown districts.



Sidewalk Surprise:
Faribault, MN

PROGRAM GOALS

- Build & diversify cross-sector networks
- Increase community & economic vitality
- Change the narrative/identity
- Activate artists and creatives as problem solvers, economic drivers
- Support arts entrepreneurship



Outdoor Shakespeare: Mankato, MN



Pilot Project: 2018-2022

- **11 Communities in Minnesota**
Winona, Mankato, Faribault | Willmar, Olivia, Northfield, Wabasha | Two Harbors, Cloquet, Cook, Mahnomon
- **1 Community in North Dakota**
- **200+ artists and counting**
- **Funded by the Bush Foundation**
- **Fostered creation of a toolkit for communities around the country to use**



Community Pavers:
Winona, MN

Process for Communities



Identify a Challenge: Narrative and Perception, Diversity and Inclusion, Generate Foot Traffic, Activate alleyways, Connect neighborhoods



Host Creative Placemaking Training



Select Projects



Institute Projects



Review and Repeat

Artists on Main Street

Partnerships and Relationship Building



Main Street partnering with Artists



Businesses and Property Owners working with Artists and Main Street



Collaboration with City

Program Successes

**Increased
economic base
and stability**

**Resilience in
adverse
conditions**

**Inclusive
community-wide
learning curve**

**Willingness to
attempt new
programming in
historic
downtowns**

**New approach to
progress: lots of
little**

**Shifts in City
acceptance of
alternate
ordinance
methods**

Artists on Main Street





2021 Pilot Program



Brooklyn Englehart
Bowman County Development Corporation
Creative Marketing Coordinator
brooklyn@bowmannd.com

I 
BOWMAN
COUNTY

SO GOD MADE A
FARMER



*To challenge the perspectives of
“how things used to be” and create a space
for the opportunity of how things can be.*

CURRENT

MAIN STREET
STORE FRONT

RENDERING OF

MAIN STREET
STORE FRONT



Painter • Musician • Woodworker • Photography • Crafts • Baking • Cooking • Retired Art Instructor



Hair Stylist • Drawer • Mixed Media • Western Artist • Oil Painter • Studio Artist



OBSERVATION TOUR

“I don’t know the last time I actually strolled down Main Street.”
-Main Street Business Owner



**Music playing on the streets • Fun bike racks • Something on the end of Main •
Murals • Window displays in empty buildings • Wind sculpture •
Man-made art forest • Laughter after 5:30 pm • Trees • Sitting areas**

An Artist in Everyone!



Two painting classes will be taught over the course of November and December. Each masterpiece created will be left on display for a month in the window of the vacant store front before being returned to its artist. It will teach that everyone is creative and you can be creative on a budget or with household items.

Art Drop Bowman

Inspired by World Art Drop Day, 25 ceramic bison will be hidden throughout Main Street with visual clues left on Instagram with #artdropbowman. Whoever finds the bison gets to keep it. This engages the community to experience their Main Street in a new and exciting way.



Blue Skies and Badlands Mural

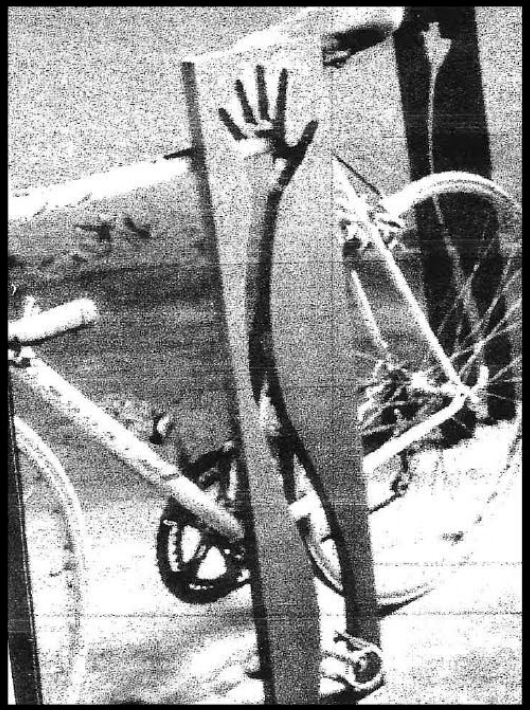


Visible from Main Street this mural will act as an invitation to continue to explore not only the library, but create a connection with the Theodore Roosevelt Presidential Library thereby stopping visitors in Bowman. The design will depict the Badlands of the area in western Bowman/ Slope County.



Handy Bike Rack

This usable, visually-intriguing piece of art will act as a bike rack. There are currently no bike racks on Main Street and this would act as art when it isn't being utilized. Bike traffic has greatly increased recently and it will allow a more walkable Main Street.





Welcome to
Bowman

Our Town

A 40-tile, temporary artwork mural puzzle that would promote our community and how we are all parts of a bigger picture. A collaborative piece involving middle school and high school students that will each paint a piece of our town puzzle. They won't know how they fit together until it's compiled.

Prairie Walk on Main Street

This project will bring native plants of southwest North Dakota to Main Street for everyone to enjoy! We will furnish two raised garden beds that we will fill with native plants, which will be identified with signs, for the public to enjoy at Bowman's Main Street Garden. Visitors will wander from the Museum to Main Street to enjoy.



Selection Committee



Teran Doerr
Economic Development Director



Kasey Burke
Main Street Business Rep.



Benji Schaaf
City Commissioner



Bailey Quintanilla
Main Street Business Rep.



Tanner Fischer
Local Artist

There are no rural limitations.





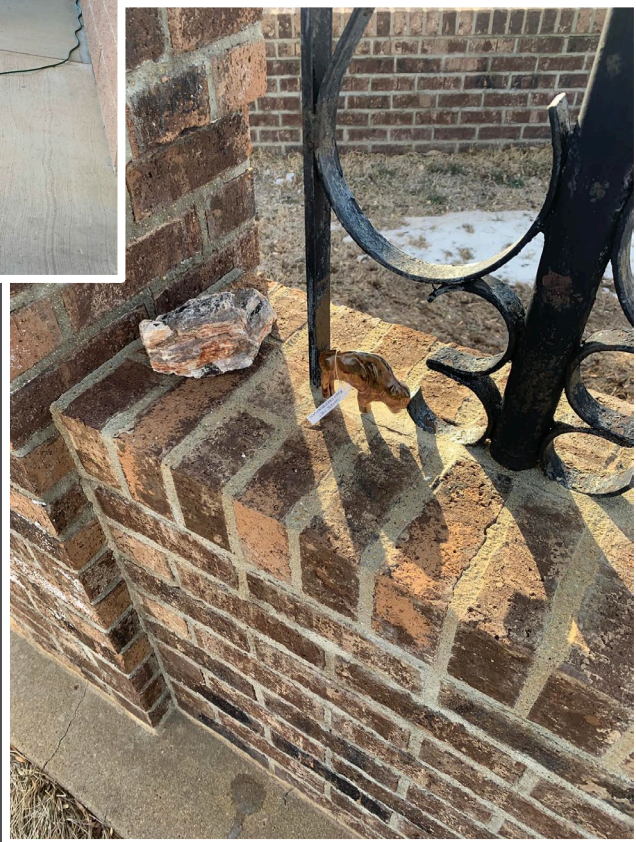
Sample Applications

Artists on Main Street

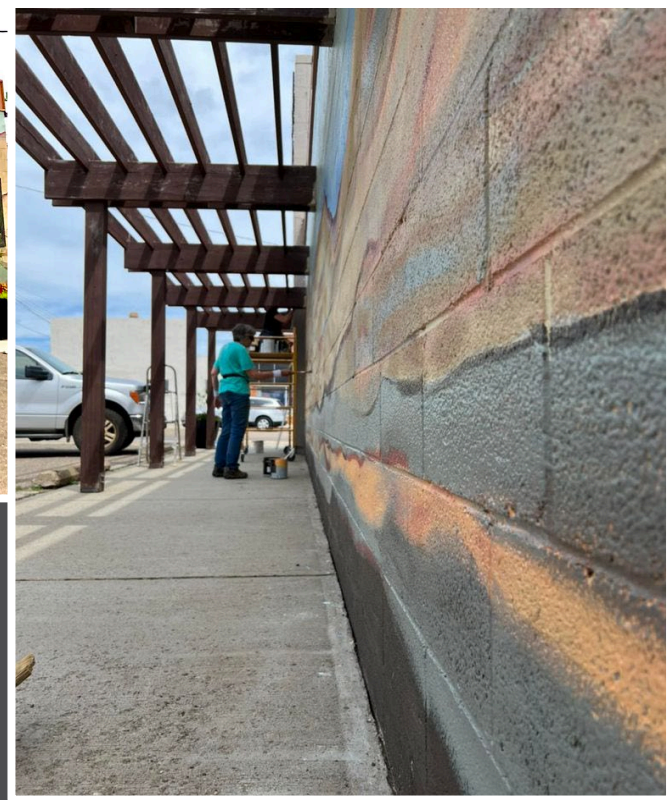
SUPPORTERS











Follow Our Projects



Brooklyn Engelhart

brooklyn@bowmand.com

bowmand.com/economic-development/current-projects/artists-on-main-street/

REQUIREMENTS

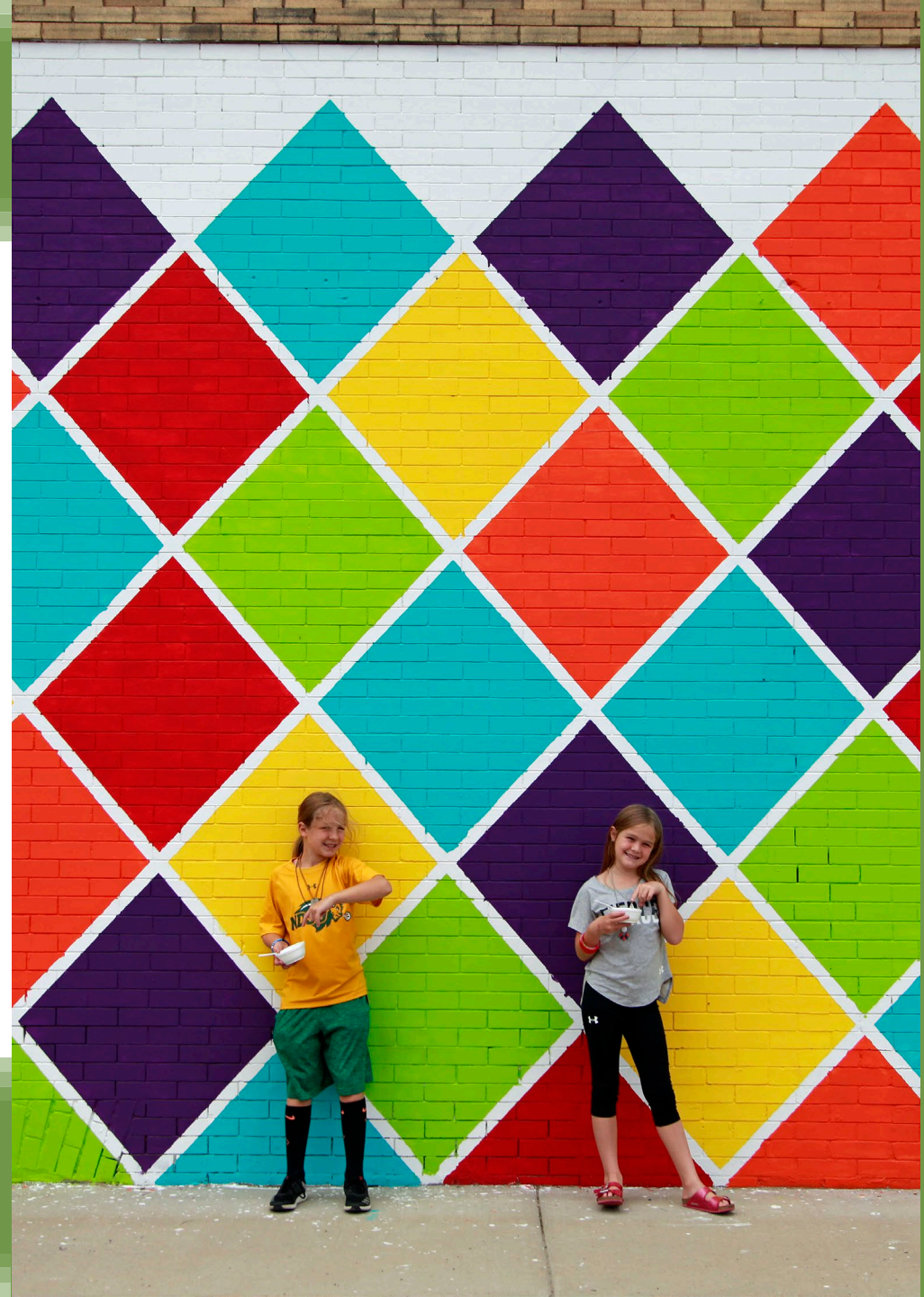
- Identify a lead organization who will help carry out the project
- Identify the main contact who will be the lead for the project
- Have identified the increase or development of art and/or vibrancy within their action plan or strategic plan
 - If community does not have strategic plan, must identify how they will engage the public and gain input on ideas for community vibrancy
- 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 2023 Main Street Summit to showcase the project and learned activities.
- Be willing to send a project rep to cohort meeting with other AOM communities (central area or in a community that is selected)



IDENTIFY

The communities selected should identify a local challenge affecting downtown/main street vibrancy and be 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, and in the winter, 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



ELIGIBILITY

The EDA Statewide Public Space Initiative, Artist on Main Street program is to support areas across North Dakota recover from the economic impacts Covid-19. Community-driven placemaking matters in creating healthy, prosperous communities where people want to live, work, play, and learn.

Eligible Entities – City, County, Economic Development organizations (JDA, regional councils, EDC, CVB), Community Art Councils, Tribal entities, and non-profit betterment groups.

Non-eligible Entities: Individual businesses, political affiliated organizations, and individuals.

Non-Eligible projects: Promoting individual businesses or political organizations.



FUNDING

How much funding is available? Up to \$5000 per community, to provide technical support, supplies and resources to achieve community and artist outcomes of at least five projects (\$1,000 per project maximum allowable reimbursement).

Matching Requirements: This grant does not require matching funds. But if the desired projects exceed the \$5000 grant max amount, it will be up to the community to supply the remaining amount on the desired project.



TIMELINE

August 15, 2022 — Applications Open

September 23, 2022 — Applications closed

October 10, 2022 — Community selection announced

October 26, 2022- 1st Cohort Meeting in Bismarck

October 1, 2023 — Project completed, and state funds expended

October 2023 — MSI Summit Participation with Rethos and Springboard for the Arts.





Questions?



msnd.link/Artists-on-Main-Street

QUESTIONS?

Mpadillalynch@nd.gov or 701-204-3599