

MAIN STREET ND

INITIATIVE



MSI ANNOUNCES ARTISTS ON MAIN STREET PROGRAM

North Dakota Main Street Initiative (MSI) is proud to announce the Artists on Main Street community grant program. This accelerated program offers technical assistance and funding to develop local, artist-led projects in five North Dakota communities. This unique year-long opportunity consists of creative community development training, one-on-one technical assistance for artists and community leaders from placemaking experts, and financial support for five, or more pending costs, small projects that address local challenges affecting the vibrancy of their community.

The purpose of Artists on Main (AOM) Street program is to support community development at the intersection of arts and culture, downtown revitalization, and historic preservation. Artists on Main Street is offered as a partnership between the North Dakota Department of Commerce, Springboard for the Arts, and Rethos. At the conclusion of this program, community leaders will 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 have a chance to demonstrate their talents and ideas in the community, and develop new relationships with civic leaders and local businesses.

Applicants should identify a local challenge affecting downtown/main street vibrancy and be interested in sharing potential solutions with other 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:

- The need to better promote regular activity in the downtown district on weekdays and evenings, and in the winter, beyond special or annual events
- The desire to reframe the perception of the downtown district from “boring” or “old” to a more positive, thriving space

- The value of making alleyways attractive and accessible for customers to enter and linger as the street in front of businesses has fast traffic
- The aspiration to renew the energy in the downtown or other business district rather than focusing on development on the edges of the community

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

To view outcomes of the 2021 Artists on Main Street Program completed by Bowman County Development Corporation visit: BCDC | [Artists on Main Street](#)

Program Objective: As part of the Economic Development Administration (EDA) Statewide Public Space Initiative, this program will support local communities to create vibrant, healthy and resilient communities to attract and retain workforce.

The Artists on Main Street program uses an inclusive, “learn by doing” approach that starts with a community-wide technical assistance training that includes as many artists as possible to generate ideas and engage the community. This technical assistance training session results in the generation of projects that drive art, culture, and creativity throughout the community. Rather than one large, permanent project, Artists on Main Street program’s philosophy is to support “lots of little,” artist-led projects. Collectively, these projects support relationship building, increase economic vitality, and inspire a sense of stewardship and agency among community members of all ages and backgrounds

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, 501c4), Community Art Councils, Tribal entities, and non-profit betterment groups.

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

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

How much funding is available? Up to \$5,000 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. However, if the desired projects exceed the \$5,000 grant max amount, it will be up to the community to supply the remaining amount on the desired project.

What makes for a strong application? Applications that indicate commitment and participation from city leadership as well as other local partners (private businesses, school boards, park board, JDA) will be scored favorably. Applicants proposing multi-generational, cross-cultural goals may be scored favorably.

Granting Agency Involvement: The Department of Commerce maintains the right to be involved in the activities awarded such as:

1. **Collateral Material:** The Department of Commerce reserves the right for editorial comment on all aspects of the materials. At minimum, the following statement needs to be included in collateral materials produced with EDA Statewide Public Space Initiative funds: *“Produced in partnership with the North Dakota Department of Commerce.”* We also request placement of the Commerce logo on materials or as a link on web sites.

2. **Partner Advertising:** The Department of Commerce reserves the right for editorial comment on all aspects of advertising materials.

3. **Public and planning meetings:** Invitations to Commerce for planning and public meetings will be appreciated

4. **Participation in regional or stateside convenings:** Commerce will ask participants to provide best practices and insights at various events.

5. **Final Review of Plan.** Commerce reserves the right to review final draft of the plan prior to publication. Commerce requests final plans for record and reserves the right to use the final plans for future references.

Benefits of Artists on Main Grant:

- 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:

- Identify a lead organization who will help carry out the project
- Identify the main contact that will be the lead for the project.

- Have identified the increase or development of art and/or vibrancy within an 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 one or two Creative Placemaking workshops for artists from your area
- Participate in the 2023 Main Street Summit and/or other MSI events to showcase the project and learned activities.
- Be willing to send a project representative to cohort meeting with other AOM communities (central area or in a community that is selected)

Timeline:

- August 12, 2022— Informational Community Webinar
- August 15, 2022 — Applications Open
- September 23, 2022 — Applications close
- October 10, 2022 — Community selection announced
- October 26th, 2022 — Cohort meeting at MSI Summit in Bismarck
- October 1, 2023 — Project completed, and state funds expended
- October 2023 — MSI Summit Participation with Rethos and Springboard for the Arts.

SFN Form 62208 and Narrative Description Application Questions: Please briefly address the following in a separate, typewritten document. Point total is 145.

Requirements and Questions to be answered:

I. SFN Form 62208 (required)

II. Describe local art organizations (15 points)

- a. Please provide a map- Including a downtown map and/or zoning map. Photos can be included of potential project places in lieu of a map.
- b. Describe your local arts and culture community (arts organizations, individual artists, creative industry).
- c. How will you get local artists involved?

III. Description of community and organization (25 points)

- a. Please provide a clear, concise description of your community's vision for its future and the organizations involved in its vibrancy efforts.
- b. How will art and vibrancy provide economic opportunity within your community?
- c. Please describe any challenges your community has experienced in retaining and attracting talent.
- d. Please list things or programs your community utilizes or can utilize in the future to engage local artists and creative industry (i.e. local programs, arts organizations or committees, school or organization classes, theatre, event space, etc.)

IV. Artist in your Community (30 points)

- a. 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.).
- b. How do you know this challenge is real? What role might artists play in helping address this challenge?
- c. What do you hope will be different in the community when this project is completed?

V. Four Pillars of Main Street Initiative (20 points)

- a. Please list and describe the places and spaces within your community that make it unique and a great place to work, live, and play.
- b. Has your community discussed the opportunities for diversification of economy? If so, what areas have the most opportunity?
- c. Has the community embarked on workforce recruitment and retention? If so, what outcomes have you seen?
- d. Explain how Smart, Efficient Infrastructure is approached in your community.

VI. Collaborating with Community (30 points)

- a. Are you and at least two other community leaders able to attend at least one cohort meeting if your community is selected? Please list who will be available to attend.
- b. Are you able to promote and host one to two four-hour creative placemaking training for artists in late fall of 2022 to early spring of 2023?
 - a. 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.

VII. Main Street Initiative (15 points)

- a. Is your community engaged in the Main Street initiative?
 - i. No
 - ii. Yes- we are a Main Street Community (we have signed up, had a visit from the state, and have agreed to share updates)
 - iii. Yes- we are a Main Street Champion Community (we have done all the above plus we have issued a formal Main Street Proclamation and submitted our Main Street Action Plan)
- b. If your community receives funding, they will be required to provide an action plan or other recent community development plans that highlight how vibrancy and art are part of the communities overall planning efforts, if they have not done so already. [Become a Main Street Community | North Dakota State Government - ND Portal](#)

Supplemental Materials required: (10 points)

1. Main Street Initiative Engagement

- a. If your community is a Main Street Champion Community, along with your completed application please submit the following:
 - i. Copy of Signed Main Street Community Proclamation issued from the City Council/Commission
 - ii. Completed Main Street Action Plan

2. Most recent community plan(s)

- a. Please submit or link to a copy of your community's most recent plan(s) (strategic, economic development, comprehensive, etc.)

Application Deadline: Please ensure that you address each of the questions above in your application *on a separate document*. All application materials must be received at the Department of Commerce office no later than **5:00 pm CT on September 23, 2022**. Applications received after the deadline will not be considered by the review committee.

Mailing Address: North Dakota Department of Commerce
Attn: Tammy Heick, Artist on Main Street Program
1600 East Century Ave #6
Bismarck, ND 58503

To email your application: Tammy Heick – communitydevelopment@nd.gov
Please include **“Artist on Main Street Program Application”** in the subject line of the email submission

For more information: Melinda Padilla Lynch
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