

# ARTISTS ON MAIN ST.

## Welcome!

### Artists on Main Street Workshop Williston, ND



# Agenda

Introductions

Artists on Main Street Background

Group Hands On Activity

Visioning

Proposal Guidelines

Getting started on your Project Idea



# Agenda

Name?

What's your connection to Williston?  
Artistic or Creative Practice?

# Placemaking Group Activity

What is your downtown Williston intro?

- What do you see?
- What do you hear?
- Who's in the cast?
- Where is it set?
- Comedy? Drama? Docu/Mockumentary?





We aim to lead and inspire people to connect with historic spaces, promoting community vitality. Our purpose to reimagine places comes to life through core services that help educate, motivate and strengthen communities.





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



Selfie Shark: Northfield, MN

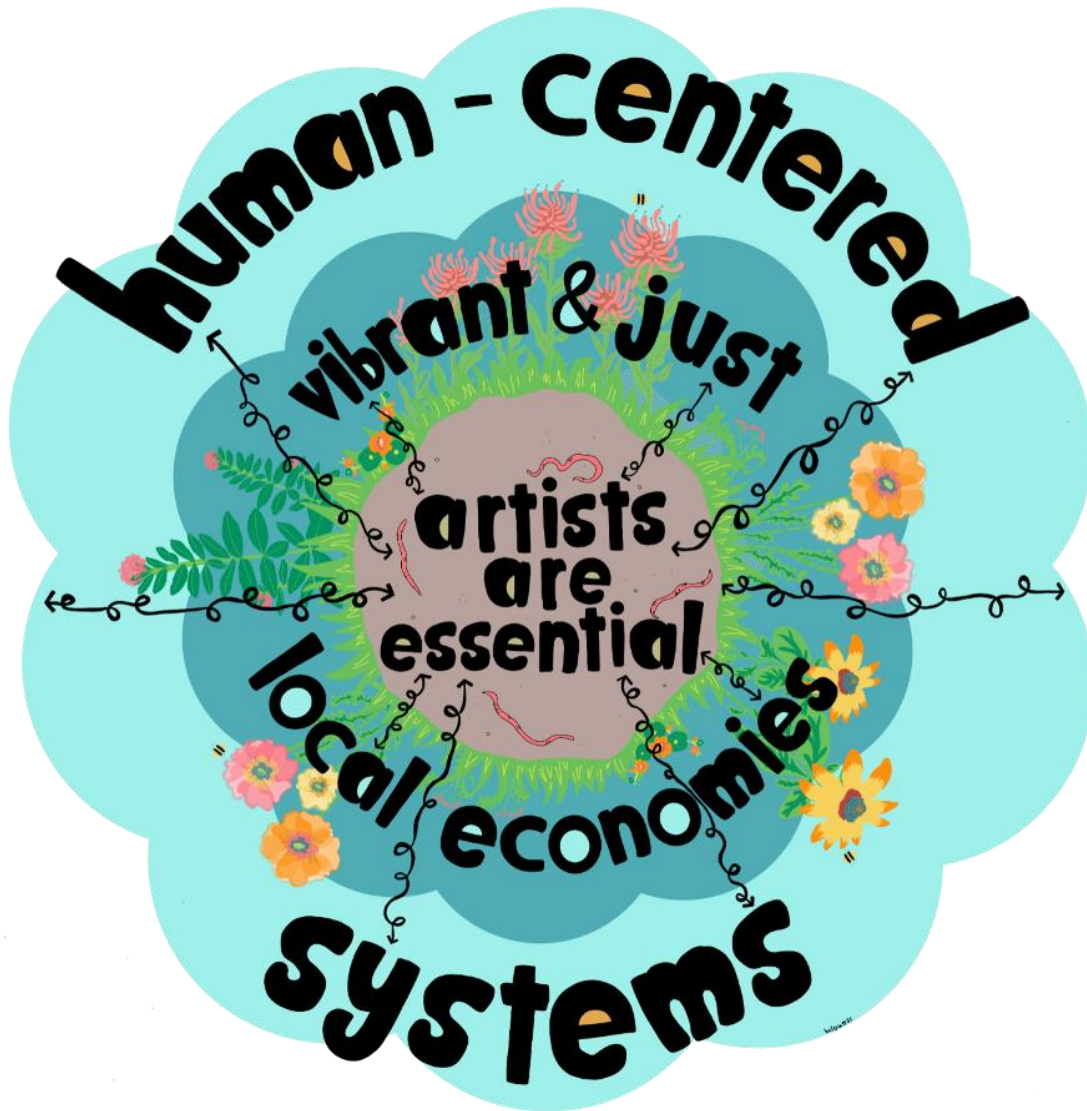
**Downtown is for everybody,** and Main Street leaders should advocate for quality design that makes it easier for everyone to access and enjoy their districts.



# SPRINGBOARD *for the arts*

Springboard for the Arts' mission is to support artists with the tools to make a living and a life, and to build just and equitable communities full of meaning, joy, and connection.





Work of Art: Business Skills for Artists  
Guaranteed Minimum Income  
Creative Community Leadership  
Institute

Artists on Main Street

# ART IS

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

-Allan Kaprow



Rainbow Trees: Willmar, MN

# CREATIVE PEOPLE POWER

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



Outdoor Shakespeare: Mankato, MN





# Artists on Main Street



Community Concert: Willmar, MN

- **Began in 2017**
- **12 Communities in Minnesota**  
Winona, Mankato, Faribault | Willmar, Olivia, Northfield, Wabasha | Two Harbors, Cloquet, Cook, Mahanomen | Hawley
- **5 Communities in North Dakota**  
Bowman, Crosby-Divide County, Hazen, Minot, Williston
- **200+ artists and counting**



Community Pavers: Winona, MN



# MAIN STREET ND

INITIATIVE

ARTISTS ON MAIN

2022-2023

Artists on Main is an accelerated program that offers technical assistance and funding to develop artist-led activity in North Dakota Main Street Initiative (MSI) communities. The program engages communities in a technical assistance process led by Rethos: Places Reimagined, and Springboard for the Arts. This unique opportunity offers creative community development training for local residents, one-on-one technical assistance for artists and community leaders from placemaking experts, and financial support for small projects instituted by artists and creatives that address local challenges affecting the vibrancy of their community.

NORTH  
**Dakota** | Commerce  
Be Legendary.

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**ARTISTS**  
**ON MAIN ST.**

**RETHOS**  
PLACES REIMAGINED

**SPRINGBOARD**  
for the arts



## How it works in your community:

- ND Commerce brings Rethos & Springboard for the Arts to your community for workshops
- Applications for projects open in your community
  - \$5,000 per community
  - Minimum of 5 projects per community
  - Projects can range from \$250-\$1000
  - *Remember to include artist payment!*
- Awarded projects receive 80% of funds
- Projects instituted
- Final reports of each project turned in
- Projects receive final 20% of funds

# Why this approach?

- Empower community members to try new ways of approaching challenges.
- Allows more than the usual folks to care for their spaces
- Encourage “lots of little” method
- Opportunity to try small scale solutions rather than one major investment



Bridge Weaving & Goose Be Gone, Northfield



# Program Goals

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



Sidewalk Surprise: Faribault, MN



# Artists on Main Street Street: Success Stories

- Resilience in adverse conditions: fires, pandemic, closures, etc.
- Inclusive community-wide learning curve
- Willingness to attempt new activities and programming in historic downtowns
- Increased economic base and stability
- New approach to progress: lots of little



Rainbow Trees: Willmar, MN

# Creative Placemaking

Placemaking is the act of people coming together to change overlooked and undervalued public and shared spaces into welcoming places where community gathers, supports one another, and thrives.

Places can be animated and enhanced by elements that encourage human interaction – from temporary activities such as performances and chalked poetry to permanent installations such as landscaping and unique art.

# Questions?



# Placemaking Exercise

Think of a downtown district in another community—one you used to live in, visited once, or return to often—that made you feel like lingering.

What made you feel that? Sound? Light? Flavors? What ideas could you bring to downtown Williston?

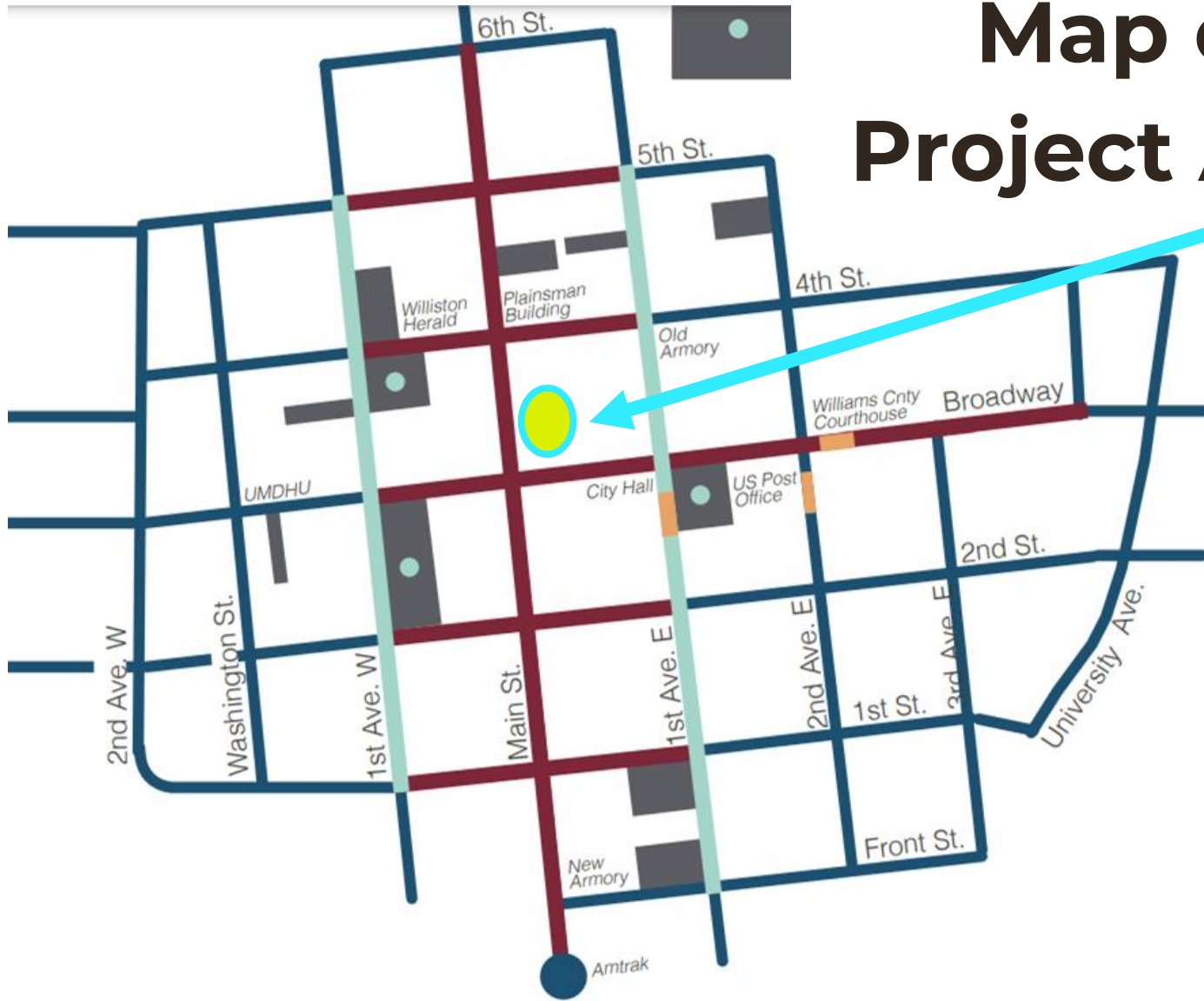


## Your Challenge:

Activate the Downtown Williston Square lot with installations and activity to make the vacant space a place that people notice and gather.



# Map of Project Area



# Map of Project Area

EXISTING CONDITIONS  
PROJECT RE-  
DEVELOPMENT SITE



Downtown Williston Square

# Visioning Exercise

**In 5 years, what does a thriving downtown Williston look, sound, or feel like?**

# Frequently Asked Questions

- Do I need to know how to write a grant?
- Do I need to track my budget very detailed?
- Is this taxed?
- Do I need a business or organization to collaborate with?
- How do I find partners?
- Do I need event insurance?
- Do I own the art I create?
- Who takes care of art installations?
- Are art installations permanent?
- Do I need to let city hall know about my project?