

For Immediate Release

For more information:

Sarina Otaibi

Minnesota Main Street Program Coordinator

Preservation Alliance of Minnesota

(o) 651.293.9047; (c) 320.262.9514

sotaibi@mnpreservation.org



Preservation Alliance of Minnesota Expands Artists on Main Street Program

(ST. PAUL, MINN.—November 15, 2018) - The Preservation Alliance of Minnesota in partnership with Springboard for the Arts, and with support from the Bush Foundation, launched a new program earlier this year, Artists on Main Street, to explore how the arts help address the challenges affecting Main Street communities today. The pilot year's success in Faribault, Mankato, and Winona has resulted in continued investment in the program by the Bush Foundation to include eleven communities over a three-year period. Four communities were selected to join the program in 2019, and they are Northfield, Olivia, Wabasha, and Willmar.

"The Bush Foundation is very excited to be able to support Artist on Main Street through the Preservation Alliance of Minnesota's Main Street Program. We see this as a great opportunity to support artists as leaders in their communities and to show how art and culture can be an important part of efforts led by local Main Street programs, Cities, Economic Development Authorities, and Chambers of Commerce throughout the region." - Erik Takeshita, Portfolio Director for Community Creativity at the Bush Foundation.

During the program's pilot year, over ninety artists and creatives attended Creative Placemaking Workshops resulting in a total of thirty-four artist-led projects involving fifty-five artists and creatives. "Over the last year we've seen new relationships built between Main Street organizations and artists in their communities, which has resulted in more community pride and new, creative ideas about addressing downtown concerns," said Michele Anderson, Rural Program Director at Springboard for the Arts. "We're excited to welcome another cohort of communities to this program and build on this momentum."

Each community receives support on planning and implementing creative placemaking projects through training, one-on-one technical assistance, and cohort support to integrate arts-based problem solving. Artists on Main Street communities receive \$20,000 for project funding and program implementation the first year and \$10,000 the second year for artist-led solutions to a local challenge identified by the community. Training and resources will be provided in partnership with Springboard for the Arts to artists who live, work and have a personal investment in the community to make positive physical, economic and social impacts.

"Artists on Main Street is creating bright spots of arts-based community development and downtown revitalization in Greater Minnesota," said Sarina Otaibi, Rural Program Manager for the Preservation Alliance of Minnesota.

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Preservation Alliance of Minnesota (PAM)

Preservation Alliance of Minnesota is the only statewide, private non-profit organization advocating for the preservation of Minnesota's historic resources. PAM was established in 1981 by citizens concerned about the loss of irreplaceable segments of our state's heritage, structures, neighborhoods, and community fabric. Its mission is to lead and inspire people to connect with historic places, promoting community vitality. **Minnesota Main Street**, a program of PAM, helps cities maximize both their people and built assets for economic vitality. Minnesota Main Street is a Main Street America™ Coordinating Program and provides local Main Street communities with the training, tools, information and networking they need to reinvigorate their downtown districts. More: <http://www.mnpreservation.org/>

Springboard for the Arts

Springboard for the Arts is an economic and community development organization for artists and by artists. Our work is about building stronger communities, neighborhoods, and economies, and we believe that artists are an important leverage point in that work. 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. Our work is about creating communities and artists that have a reciprocal relationship, where artists are key contributors to community issues and are visible and valued for the impact they create. We do this work by creating simple, practical solutions and systems to support artists. Those programs support our goal to help create a local culture movement. Springboard for the Arts' offices are based in Fergus Falls, and Lowertown Saint Paul, MN. More: <http://springboardforthearts.org/>

Bush Foundation

At the Bush Foundation we invest in great ideas and the people who power them. We encourage individuals and organizations to think bigger and think differently about what is possible in communities across Minnesota, North Dakota, South Dakota and the 23 Native nations that share the same geographic area. The Foundation was established in 1953 by 3M executive Archibald Bush and his wife, Edyth. Inspired by the Bushes' desire to build their community and encourage innovation, the Foundation has invested nearly one billion dollars in grants to thousands of organizations and individuals. More: <https://www.bushfoundation.org/>