

## **For Immediate Release**

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### **Rethos and Springboard for the Arts Announce 2020 Artists on Main Street Communities**

(ST. PAUL, MINN.—December 4, 2019) - Rethos and Springboard for the Arts are thrilled to announce that the communities of Cloquet, Cook, Mahnommen and Two Harbors have been selected for the 2020 cohort of the Artists on Main Street Program, a multi-year program that explores how the arts help address the challenges affecting Main Street communities today. These four communities join the 2018 cohort of Faribault, Mankato, and Winona, and the 2019 cohort of Northfield, Olivia, Wabasha, and Willmar.

Since the launch of Artists on Main Street in 2018, over 200 artists and creatives have attended Creative Placemaking Workshops resulting in a total of 98 artist-led projects in the seven Artists on Main Street communities. Artists on Main Street builds on the Rethos Main Streets' and Springboard for the Arts core values of "incremental" and "lots of little" as a way to get a wide array of artists and creatives involved with their community, and to demonstrate what they love or want to change about where they live. Projects have ranged from temporary installations that add elements of fun and surprise to downtown life, to exhibits and events that foster interaction about community identity.

"Artists on Main Street has already created bright spots of arts-based community development and downtown revitalization in Greater Minnesota, and we look forward to continuing the momentum with our newest community cohort," said Sarina Otaibi, Rural Programs Manager at Rethos.

During the program, Rethos and Springboard for the Arts staff work closely with leaders from each community to develop arts-based approaches to community development, by providing training and technical assistance for local leaders, artists, and residents. Each community receives support on planning and implementing artist-led projects through training, one-on-one technical assistance, and cohort exchanges to integrate the arts and creativity into addressing main street challenges and opportunities. Artists on Main Street communities receive \$20,000 for project funding and program implementation the first year and \$10,000 the second year.

"At Springboard, we believe in the importance of 'Creative People Power' to build healthy and resilient communities" said Michele Anderson, Rural Program Director at Springboard for the Arts. "This work often starts with meaning making and belonging, and it's been incredible to see the positive shifts that happen in a community when artists are invited to create projects that address specific issues facing downtown."

Previously, in its pilot phase, the program was made available to Minnesota Main Street communities, however, this year the application process was open to communities in Minnesota with populations of 25,000 or less. The opportunity attracted 39 applications from around the state.

In the coming months, each participating Artist on Main Street community will announce more information and dates on training, project funding, and deadlines.

Artists on Main Street is a program by Rethos and Springboard for the Arts, with support from the Bush Foundation.

**###**

**Local Artists on Main Street Community Contacts:**

**Cloquet:**

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101 14th Street, Cloquet, MN 55720  
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**Cook:**

Crystal Phillips, Library Director  
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**Mahnomen:**

Mitch Berg, City Administrator  
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**Two Harbors:**

Carrie Coan, Secretary of Two Harbors Area Arts and Events  
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**Rethos**

Rethos, formerly the 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. **Rethos Main Streets Minnesota** helps cities maximize both their people and built assets for economic vitality. Rethos Main Streets 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: <https://www.rethos.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/>