

Northfield Downtown Development Corporation Becomes Newest Program of Minnesota Main Street

Northfield is the newest Designated Main Street community in Minnesota. The **Northfield Downtown Development Corporation (NDDC)** applied for designation with the Preservation Alliance of Minnesota in March and has been accepted into the program at the Big City Affiliate community level. The public is invited to attend a special announcement in Downtown Northfield on June 1, 2018 at 5pm on Bridge Square. The NDDC collaborates with the **City of Northfield**, the **Northfield Area Chamber of Commerce**, the **Convention & Visitors Bureau** and local businesses in the community. Downtown Northfield is the heart of the city and includes a historic district listed on the National Register of Historic Places. The downtown area contains nearly 200 businesses including a diverse mixture of retail, restaurants and service establishments. There is also a vibrant residential community from rentals to condominium properties to retirement living facilities.

Main Street Programs in Minnesota, such as the NDDC, are local, volunteer-driven downtown revitalization programs coordinated by a local staff person. Each program follows the National Trust for Historic Preservation's Main Street Four Point Approach® of historic preservation based community development. The Four Points are Economic Vitality, Design, Promotion, and Organization which help volunteers to improve the district physically, economically, in its marketing, and to bring enough resources to the effort. To assist local programs with their work, Minnesota Main Street provides approximately \$7,000 in technical assistance funds annually, complimentary training registrations, networking with other communities, and consultation from state program staff. Northfield joins nine other Minnesota Main Street communities: Red Wing, Winona, Faribault, Mankato, New Ulm, Owatonna, Shakopee, Willmar and Wabasha.

Minnesota Main Street is recognized by the National Trust Main Street Center as the official statewide coordinating program in Minnesota and has been financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society. Every year, the Minnesota Main Street program collects reinvestment numbers from each local Main Street community. In 2017, for every \$1 spent to run a local Main Street program in Minnesota, \$23.77 was reinvested back in to the community. From 2010 to 2017, local Minnesota Main Street communities recorded \$61.4 million in public and private financial reinvestment, 147 net new businesses, 772 net new jobs, and 549 property improvements.

"We are looking forward to partnering with the Minnesota Main Street organization and the other nine communities in our state," said Jenni Roney, NDDC Executive Director. "The networking and resources they provide will be very valuable to us as we work to sustain a vibrant Downtown Northfield."

For more information about Minnesota Main Street, visit archive.mnpreservation.org. For more information about Northfield Downtown Development Corporation visit www.downtownnorthfield.org.

###

Minnesota Main Street is a program of the Preservation Alliance of Minnesota and is recognized by the National Trust Main Street Center® as the official statewide coordinating program in Minnesota. As the statewide coordinating program, Minnesota Main Street provides participating local Main Street organizations with the training, tools, information, and networking they need to be successful in their downtown revitalization efforts. The Minnesota Main Street Program has been financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.

The Preservation Alliance of Minnesota (PAM) is a statewide, private, nonprofit organization advocating for the preservation of Minnesota's historic resources. The Alliance was incorporated as a 501(c)(3) nonprofit in

1981 by Minnesota citizens concerned about the future of the state's architectural and cultural landmarks. The Alliance has grown into a network representing thousands of voices across the state. Beyond our membership, we collaborate and partner with other organization and agencies from the national to the local level.

The National Main Street Center's Main Street Four Point Approach® is a community-driven, comprehensive strategy used to revitalize downtown and neighborhood business districts throughout the United States. It is a common-sense way to address the variety of issues and problems that challenge traditional business districts. Over 1,600 communities have adopted the Main Street approach in the past 25 years to look again at Main Street, their heart of the community, to save its historic buildings, to revive its commercial core, to strengthen business, to control community-eroding sprawl, and keep a sense of place and community life in America.