

# Reinvestment Statistics Quarterly Report:

## Main Street Story Form

Community	Northfield
Quarter	4
Date	January 1 2024
Submitted By	Anna Watson

### **What is your downtown story?**

*In 3-5 sentences, tell us what happened or didn't happen in your Main Street district this quarter. This story can be about a project or event, or multiple projects or events. Please include the project impact, goals, results, how this aligns with your Transformation Strategy, and any other pertinent information.*

The Friends of Downtown Northfield tabled at Northfield's annual holiday celebration, Winter Walk. We sold ornaments in order to fundraise, and distributed information about our goals as a Main Street organization. This helped us get a running start on one of our 2024 priorities, which is recruiting a larger volunteer base.

We also awarded twelve grants as part of our "Merry Microgrant" program, which allows businesses to be reimbursed up to \$100 for decorating downtown storefronts for the holidays.

The Friends held a goal setting session for 2024, and are working on planning the capstone showcase of our Artists on Main street projects.

### **Did you include photos?**

*Share images with us! Send them as individual jpgs, not embedded in a document. Please label the photos as follows: **[Name of Community] Q[#] Photo 1.** (Example below) Include photo credits in the space below on this page, and be sure to include photographer credit and names for individuals in the photos if possible.*

*Example: Minnesota City Q1 Photo 1: Pie Competition at The MN State Fair with contestants Pillsbury Dough Boy, Prince, and Judy Garland. Photo by Paul Bunyan.*

**Photo 1:** Horse drawn carriage at Northfield Winter Walk. Photo by Kara Trygestad

**Photo 2:** Decorated Storefront #1. Photo by: Kara Trygestad.

**Photo 3:** Decorated Storefront #2 – Antiques of Northfield. Photo by Kara Trygestad.

**Photo 4:** Community gathers near stage at Northfield Winter Walk. Photo by Kara Trygestad.