



**Friends of Downtown Northfield Annual Presentation  
2023**

# Mission of the Friends of Downtown

to ensure a **vibrant and vital downtown** by amplifying the voice of downtown business owners, building owners and other stakeholders.

- Through collaboration with the City, using the Main Street Approach
- Focusing on local business issues
- Advocating for intentional downtown design
- Planning and promoting downtown events
- Support through targeted fundraising
- Encouraging use, tourism, and community in the downtown





National



Minnesota



Northfield

# 2023 Accomplishments



25,000 GRANT  
RECEIVED



THIRD  
THURSDAYS  
KICKED OFF



HIGH  
ENGAGEMENT AT  
ANNUAL MEETING



NATIONAL  
CONFERENCE  
ATTENDANCE



HIGH VISIBILITY  
THROUGH PUBLIC  
ART AND EVENTS

# Mainstreet sponsored public art



# Third Thursdays in the Downtown



# Collaborations



- Crazy Daze with the Chamber of Commerce
- Third Thursdays with Riverwalk
- Public Art with Arts and Culture Commission
- Continues to foster communication between downtown



# 2023 By The Numbers



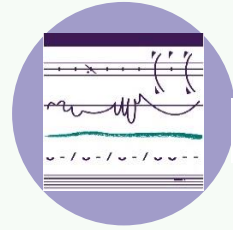
**2000** ATTENDEES  
OVER 6 EVENTS



**40+** BUSINESSES  
COLLABORATING



**400 HOURS** OF  
VOLUNTEER TIME  
WORTH ~**\$11,000**



**\$25,000** IN GRANTS  
RECEIVED



# (Brief) 2024 Overview



- Sustained collaboration with Northfield Chamber, Riverwalk Marketplace and downtown businesses
- EDA grants focused on Riverfront development and façade renovation
- Third Thursdays continued success
- Volunteering for Connecting Business and Community interviews this fall and into next year
- Merry Microgrants should be coming soon!

# Looking ahead to 2025



## - Special Services District

- The Friends of Downtown to champion
- Targeting trash and snow removal
- 2025-2026 engagement and implementation
- More details to come in the new year





**Questions?**