



8.05 MAIN STREET POLICY COMMUNITY DEVELOPMENT

Enabling Legislation: M2022-125

Date Adopted: 10/04/22

Revised: 05/21/24

PURPOSE

The goal of this policy is to coordinate the administration of Northfield’s Main Street accreditation program with the Friends of Downtown Northfield (an assumed business name of the Northfield Downtown Development Corporation). The Friends of Downtown Northfield (“FODN”) became a Main Street designated program in 2018 and achieved national accreditation in 2021. In 2022, the City of Northfield (“City”) restructured its relationship with FODN and took on additional responsibility in administering the local main street program in collaboration with FODN.

The City’s vision is, “Northfield is an open, safe, and welcoming community, recognized for its world-class colleges and historic riverfront downtown, and is dedicated to sustainably enhancing and preserving its vibrant culture, celebrated arts, strong economy, and an excellent quality of life where all can thrive.” FODN’s mission is, “It is the mission of the Friends of Downtown Northfield to ensure a vibrant and vital downtown by amplifying the voice of downtown business owners, building owners and other stakeholders.” Together, both the City and FODN have a mutual mission of maintaining Main Street accreditation and to utilize the proven Main Street Four-Point Approach® to organize for success, improve the design of and promote the historic district, and enhance the economic base of the local district.

The objective of this Main Street policy is for the City and FODN to collaboratively advance shared prosperity, create a resilient economy, and improve quality of life through place-based economic development and community preservation in downtown Northfield. Both the City and FODN have a shared interest in advancing the downtown and to take on shared responsibility.

DEFINITIONS

For the purposes of this policy, the following words and phrases shall have the following meanings:

1. “Downtown Northfield” is defined as the Downtown (C-1) Zoning District.



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2. “FODN” stands for Friends of Downtown Northfield, also known as the Northfield Downtown Development Corporation, a 501(c)(3) nonprofit organization.
3. “Rethos” is a 501(c)(3) nonprofit that is designated by the National Main Street Center, Inc. as Minnesota Main Streets’ coordinating program.

MAIN STREET PROGRAM BACKGROUND

Main Street America (“Main Street”) is a program of the nonprofit National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation. Rethos, formerly the Preservation Alliance of Minnesota, is a 501(c)(3) nonprofit corporation and is a Main Street America™ Coordinating Program.

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district’s economy. A program’s work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization. A revitalization program’s work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.¹

The Main Street America Four Points are described as follows:

- *Economic Vitality* focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- *Design* supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.

¹ <https://www.mainstreet.org/mainstreetamerica/theapproach>



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- *Promotion* positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- *Organization* involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.¹

Broadly, the Main Street Four-Point Approach® is split between the City and FODN, where the City takes lead responsibility for the Economic Vitality and Design points and FODN takes lead responsibility for the Promotion and Organization points.

ADMINISTRATION OF MAIN STREET PROGRAM

The City and FODN will collaborate to efficiently use resources and coordinate Northfield's Main Street program. The City and FODN will each independently take on the following responsibilities.

All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center. The baseline requirements for accreditation include:

- A Board of Directors formed by a representative base of the district stakeholders and community members, dedicated to leading the district's Main Street program.
- Communities over 5,000 in population must employ a FTE program director. Communities under 5,000 in population must employ a 20-hour minimum per week program director.
- Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.
- Detailed work plans aligned with the selected Transformation Strategy that outline programming across the Main Street Four Points. Work plans include: the project, expected (measurable) outcomes, specific tasks

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needed to accomplish the project, assignments of those tasks showing volunteer and staff responsibilities, timelines, and budgets.

- A dedicated budget for the district’s revitalization programming and the Main Street program’s operations.
- Demonstrated support from municipality for the Main Street program. This can include leadership participation, funding, in-kind, and/or philosophical support.
- Reinvestment statistics reported as required by Coordinating program (monthly, quarterly, or annually.)
- Be a member in good standing with Main Street America and use the Main Street America logo on its webpage and/or social media as well as the coordinating program logo.

In addition to the baseline requirements, there are additional standards used to annually review designations and accreditation. Main Street America is currently updating the standards and those changes are anticipated to be integrated by the end of 2023. Rethos, as Minnesota’s Main Street Coordinating program, also has the authority to request additional information to determine Main Street eligibility.

City Responsibilities (within budgetary restrictions as set annually by the City Council)

1. The City will staff a full-time equivalent staff person (“Main Street Director”) to administer the Main Street program.
2. The City will work with FODN to develop work plans to maximize and coordinate the work of both the City and FODN on the Main Street Program.
3. The Main Street Director will provide the quarterly and annual reporting to Rethos, the Minnesota Main Street Coordinating program.
4. The Main Street Director will attend the monthly Minnesota Main Street conference calls.
5. The Main Street Director, and/or a FODN board member, will attend any required trainings or conferences.

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6. The Main Street Director will serve as a non-voting liaison to the FODN Board of Directors, attending FODN Board meetings and will make regular monthly reports to the FODN Board.
7. The Mayor may, with Council approval, appoint a Council member to serve as serve as a non-voting liaison to the FODN Board of Directors, and in such capacity the same may attend FODN Board meetings.
8. The City will pay for the annual membership to Rethos and Main Street America with the City being a member of Main Street America Program receiving services, resources and advice through such membership for the betterment of downtown Northfield and the Historic District.
9. Any other duties as required to maintain accreditation or as directed by the City Council.

FODN Responsibilities

1. FODN will recruit and train volunteers and maintain an active Board of Directors.
2. FODN will assist the Main Street Director in carrying out the annual work plan, reporting statistics, and any other requirements to maintain accreditation.
3. FODN will fundraise for and maintain a budget to implement the annual work plan. FODN may apply for grants to support downtown development and programming.
4. FODN will employ volunteers to coordinate communication between downtown stakeholders and the City.
5. FODN will include an online presence with information dedicated to the Main Street Program, including any logo licensing requirements specified by Main Street America and Rethos. FODN will use their online presence in the promotion of downtown events and information relevant to downtown visitors and stakeholders.



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6. FODN will provide regular updates to the Main Street Director and City Council liaison and will annually in the month of February provide a report of its activities to the City Council and the community at large.
7. Any other duties as required to maintain accreditation.

CONTACTS

For the City, the main point of contact is the Community Development Department. For FODN, the main point of contact is the Board President. If there are any questions about the Main Street Policy, please contact:

Community Development Department
City of Northfield
801 Washington St.
Northfield, MN 55057
Phone: 507-645-3041
Email: cdv@ci.northfield.mn.us

Friends of Downtown Northfield
PO Box 403
Northfield, MN 55057
Email: info@nddc.org
Website: <https://downtownnorthfield.org/>

REVIEW AND MODIFICATION OF THE POLICY

The Policy will be reviewed periodically. Any review will consider the input from the FODN and any changes to the Main Street Program. The City Council may modify, amend or terminate this Policy at any time in the City Council's sole discretion.



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LIMITATIONS

While the City fully intends to meet the guidelines established in this policy, there may be times when this is not feasible. Issues including, but not limited to, budget constraints or emergencies may prevent the City from meeting the guidelines established herein.