



# Northfield Downtown

DEVELOPMENT CORPORATION

2018 Year-End & 2019 First-Quarter Report

May 2019

# 2018 At-A-Glance



## Elevating Northfield's reputation

- Partnered with other stakeholders to achieve MN Main Street designation
- "Top Small Town" Finalist



## Encouraging Downtown engagement

- Implemented First Friday Art Nights beginning in May 2018
- Raised \$3,500 for 12 downtown businesses through 2018 Taste Tour
- Expanded social media reach (650 blog subscribers, 4,400 Facebook followers)



## Enhancing Downtown design

- Added holiday lighting to foot bridge
- Artists on Main Street and Technology grants awarded

# 2018 City of Northfield Contract Review

Contracted Services	Accomplishments and Opportunities
Develop and implement a strategy for NDDC sustainability and potential funding for other priority downtown projects (Complete comprehensive report on Special Service Districts for financial sustainability)	Provided initial findings in 2017; benchmarking with comparable towns to provide a comprehensive report establishing appropriate levels of city support and other financial sources
Implement Main Street America program in collaboration with other key partners	Program successfully implemented and committee of key partners engaged
Develop strong collaborative relationships with city staff, EDA, Chamber and CVB on projects and programs relating to the support and improvement of downtown Northfield	Staff partnerships strengthened over 2018; 2019 will include more cross-board engagement and city staff involvement
Communicate with businesses to understand needs and concerns of the business district to inform city of projects affecting the district and address specific issues of recruitment and retention	2019 plan includes hosting bi-annual stakeholder meetings for gathering feedback and building community with downtown businesses/building owners
Support city strategic initiatives pertaining to expanding and revitalizing the Cannon River corridor in downtown	Greg Siems representing NDDC on River-front Enhancement Advisory Committee
Support EDA strategic initiatives related to development, redevelopment, and other biz opportunities downtown	Quarterly ED partner meetings started and to continue in 2019
Educate downtown business owners on C-1 District signage regulations and city regulations and resources pertaining to the C-1 district	Worked with HPC to hold feedback meeting to educate stakeholders
Assist city as requested in providing downtown stakeholder input (i.e., parking, garbage enclosure, marketing projects and others that may arise)	Parking Committee research continues; garbage enclosure work initiated and paused due to lot resurfacing and weather
Report twice annually to the city on activities undertaken	Leadership transition delayed 2018 report, will be back on track for mid-year 2019

Service On-Track

2019 Priority

# 2018 Year-End Financial Update

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	2017 Actual	2018 Budget	2018 Actual	2019 Budget
<i>Community Support</i>	\$17,055	\$21,000	\$22,088	\$20,250
<i>Other Support</i>	\$17,500	\$35,000	\$35,000	\$61,000
<b>Total Revenue</b>	<b>\$34,555</b>	<b>\$56,000</b>	<b>\$57,088</b>	<b>\$81,250</b>
<i>Personnel</i>	\$30,142	\$34,500	\$33,910	\$34,500
<i>Organization</i>	\$7,442	\$16,720	\$12,895	\$36,665
<i>Programs</i>	\$6,4058	\$7,150	\$7,874	\$8,950
<b>Total Expenses</b>	<b>\$44,042</b>	<b>\$58,370</b>	<b>\$54,679</b>	<b>\$80,115</b>
<b>Net Revenue</b>	<b>(\$9,487)</b>	<b>(\$2,370)</b>	<b>\$2,410</b>	<b>\$1,135</b>

# 2019: The Year Ahead

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Welcoming Greg Siems as new Executive Director



Administering Artists on Main Street grant for 9 public art projects and Technology Grant for New Downtown banners and benches



Deepening partnerships with boards and staff of Chamber, CVB, and NEC



Restructuring NDDC committees to better align to Main Street's Four Points and involve more community members and stakeholders



Strengthening stakeholder engagement through regular forums for downtown business owners, building owners, residents and other critical partners

# Appendix

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# Main Street Four Points: Aligning NDDC committees and projects