



Mid-Year Report
Northfield City Council
11/5/19



Northfield Downtown
DEVELOPMENT CORPORATION

Progress and Updates

— Scope of services from Consultant Service Contract (10/17/17)

Contracted Services	Updates since May 2019 report
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)	Continuing to research SSDs (e.g. Chaska) and other models such as real estate investment co-ops (e.g. NE Mpls)
Implement Main Street America program in collaboration with other key partners	Currently “designated” through MN Main St; hope to be a nationally accredited program in 2020 through Main Street America.
Develop strong collaborative relationships with city staff, EDA, Chamber and CVB on projects and programs relating to the support and improvement of downtown Northfield	Continuing to strengthen relationships through reciprocal service on committees/projects
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	Leveraging connections through newly formed NDDC “Economic Vitality” committee, which includes several local business owners/leaders
Support city strategic initiatives pertaining to expanding and revitalizing the Cannon River corridor in downtown	Attending meetings, providing input to Riverfront Enhancement Advisory Committee as priorities are developed.
Support EDA strategic initiatives related to development, redevelopment, and other biz opportunities downtown	Attending quarterly EDA partner meetings
Educate downtown business owners on C-1 District signage regulations and city regulations and resources pertaining to the C-1 district	N/A – meetings held and information distributed in 2018
Assist city as requested in providing downtown stakeholder input (i.e., parking, garbage enclosure, marketing projects and others that may arise)	Continuing to work with Community Development, EDA, etc. as requested on projects and initiatives
Report twice annually to the city on activities undertaken	On schedule

Complete / in process

On-going

Artists on Main Street



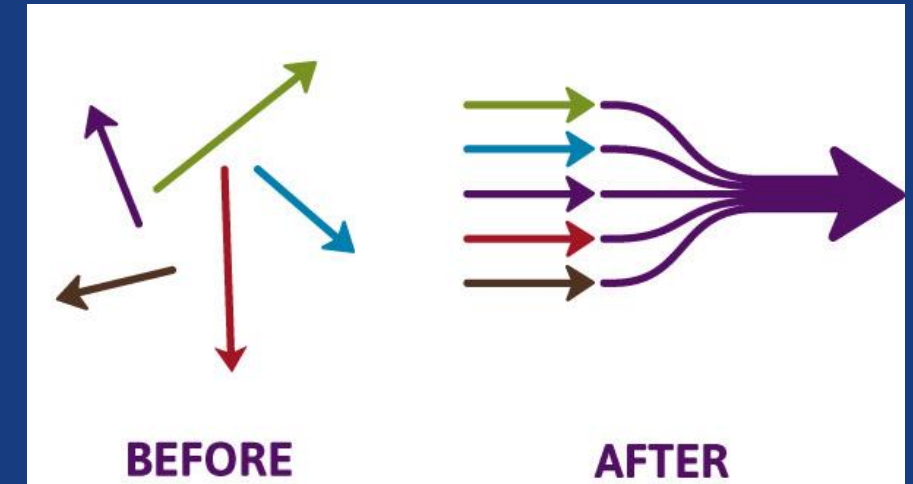


The future of Downtown Northfield

The Main Street approach



“Collective Impact”



Source: Northfield Promise

Save the Date – Thursday, January 9th – “Main Street 101” workshop

Northfield Downtown Development Corporation - 2019 (No. 11797)

	January	February	March	April	May	June	July	August	September	October	November	December	Year to Date	(over)/under	2019 Budget	2018 Actual
REVENUE																
Partnership Campaign	389.65					75.00							464.65	11,535.35	\$12,000.00	12,461.48
Taste Tour Ticket Sales						2,441.00							2,441.00	2,559.00	\$5,000.00	5,017.00
Sponsorships for Taste						1,800.00	500.00						2,300.00	200.00	\$2,500.00	2,700.00
Sponsorships for First Fridays													0.00	0.00	\$0.00	700.00
Holiday Lights			100.00										100.00	650.00	\$750.00	900.00
TOTAL COMMUNITY SUPPORT	389.65	0.00	100.00	0.00	0.00	4,316.00	500.00	0.00	0.00	0.00	0.00	0.00	5,305.65	14,944.35	\$20,250.00	\$22,088.48
Grants - Foundations				20325.79									20,325.79	5,674.21	\$26,000.00	52,000.00
City Contract						17,500.00							17,500.00	17,500.00	\$35,000.00	35,000.00
TOTAL OTHER SUPPORT	0.00	0.00	0.00	20325.79	0.00	17,500.00	0.00	0.00	0.00	0.00	0.00	0.00	37,825.79	23,174.21	\$61,000.00	\$87,000.00
TOTAL REVENUE	389.65	0.00	100.00	20,325.79	0.00	21,816.00	500.00	0.00	0.00	0.00	0.00	0.00	43,131.44	38,118.56	\$81,250.00	\$109,088.48
EXPENSE																
Salary	2,210.19	2,210.19	0.00	0.00	0.00	2,347.06	2,347.06	2,347.06	2,347.06	2,347.06	2,347.06	2,347.06	18,502.74	7,497.26	\$26,000.00	26,235.76
Payroll Taxes	615.63	615.63	0.00	0.00	0.00	527.94	527.94	634.88	747.88	747.88	747.88	747.88	5,165.66	3,334.34	\$8,500.00	7,674.03
TOTAL PERSONNEL	2,825.82	2,825.82	0.00	0.00	0.00	2,875.00	2,875.00	2,981.94	3,094.94	3,094.94	3,094.94	0.00	23,668.40	10,831.60	\$34,500.00	\$33,909.79
Rent	500.00	500.00	510.00	510.00	510.00	510.00	510.00	510.00	510.00	510.00	510.00	510.00	5,590.00	510.00	\$6,100.00	5,500.00
Telephone													0.00	140.00	\$140.00	70.09
Technology			95.40		513.28								608.68	991.32	\$1,600.00	1,595.40
Accounting	95.00	120.00			1,360.00					160.00			1,735.00	365.00	\$2,100.00	2,025.00
Professional Services													0.00	1,200.00	\$1,200.00	0.00
Subscriptions	232.71												232.71	(32.71)	\$200.00	185.30
Printing, Postage, and Supplies	36.27		15.84	15.84	124.00	733.49	168.79	332.53		817.08			2,243.84	(443.84)	\$1,800.00	1,412.24
Insurance	411.00						183.00						594.00	306.00	\$900.00	886.00
Tax Filing					25.00								25.00	0.00	\$25.00	25.00
Conferences								90.00		20.00			110.00	15.00	\$125.00	35.00
Travel								194.98	85.72				280.70	219.30	\$500.00	329.54
Banners & Benches										2,128.00			2,128.00	3,872.00	\$6,000.00	0.00
Artists on Main St.					4,600.00	3,920.00		580.00		575.00			9,675.00	5,325.00	\$15,000.00	0.00
Holiday Lights													0.00	750.00	\$750.00	990.00
Food for Meetings	10.58		325.79			61.54							397.91	(172.91)	\$225.00	214.02
Advertising		159.00	157.41				138.00						454.41	(454.41)	\$0.00	44.34
TOTAL ORGANIZATION	1,285.56	779.00	1,104.44	525.84	7,132.28	5,225.03	999.79	1,707.51	595.72	4,210.08	510.00	0.00	24,075.25	12,589.75	\$36,665.00	\$13,311.93
Dues and Memberships	41.67	2,750.00			125.00			325.00					3,241.67	(241.67)	\$3,000.00	2,155.00
Donation					85.00								85.00	165.00	\$250.00	80.00
Marketing/Events						40.00							40.00	(40.00)	\$0.00	40.00
Partnership Campaign													0.00	0.00	\$0.00	0.00
Taste Tour Participation Payout							1,700.30						1,700.30	1,599.70	\$3,300.00	3,288.60
Advertising for First Fridays						704.00							704.00	696.00	\$1,400.00	1,340.36
Advertising for Taste Tour						97.31							97.31	902.69	\$1,000.00	969.88
TOTAL PROGRAMS	41.67	2,750.00	0.00	0.00	210.00	841.31	1,700.30	325.00	0.00	0.00	0.00	0.00	5,868.28	3,081.72	\$8,950.00	\$7,873.84
TOTAL EXPENSE	4,153.05	6,354.82	1,104.44	525.84	7,342.28	8,941.34	5,575.09	5,014.45	3,690.66	7,305.02	3,604.94	0.00	53,611.93	26,503.07	\$80,115.00	\$55,095.56
**Adjusting Entry																
NET REVENUE	-3,763.40	-6,354.82	-1,004.44	19799.95	-7,342.28	12,874.66	-5,075.09	-5,014.45	-3,690.66	-7,305.02	-3,604.94	0.00	-10,480.49	11,615.49	\$1,135.00	\$53,992.92
CASH BALANCE (Ledger)	18,076.79	11,721.97	10,717.53	30,517.48	23,175.20	36,049.86	30,974.77	25,960.32	22,269.66	14,964.64	11,359.70	11,359.70				

A dark blue silhouette of a building with a prominent steeple on the left side and several other roof sections of varying heights and shapes.

Questions?
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