



# FiftyNorth

Kerry Hjelmgren  
*Executive Director*

[www.fiftynorth.org](http://www.fiftynorth.org)







# Our Mission & Vision

## Mission

Through programs and services that promote healthy aging and whole-person well-being, we inspire, empower, and enrich a community of active, engaged, and connected adults north of age 50.

## Vision

FiftyNorth is a vibrant, essential, and collaborative organization that enhances the quality of life and sense of purpose of older adults.



# Our Values

**SERVICE EXCELLENCE:** Being of significant benefit to members, the community, and our partners.

**INCLUSION:** Welcoming and treating all with respect and embracing diversity.

**STEWARDSHIP:** Being socially, financially, and environmentally responsible.

**VOLUNTEERISM:** Engaging volunteers in meaningful roles and opportunities that are vital to FiftyNorth and the greater community.

**COLLABORATION:** Pursuing and exploring new information, ideas, and partnerships.



# Staff, Contractors, & Volunteers

- **Executive Director:** Kerry Hjelmgren
- **Assistant Director/Fitness Coordinator:** Craig Swenson
- **Membership Administrator:** Elaine Meyers
- **Lifelong Learning Program Coordinator:** Patty Ciernia
- **Arts/Dining/Volunteer Program Coordinator:** Michelle Brant
- **Receptionists:** Brenda Bultman, Bonnie DuPay, JoAnn Edwardsen, Beth Endert, Cathy Graff, Pat Nelson, Jane Persons, Pam Toepper
- **Used-A-Bit Shoppe Manager:** Dolores Kornkven
- **Used-A-Bit Shoppe Assistant Manager:** Deb Olien
- **FiftyNorth Board Members:** Pat Jorstad, Nancy Ashmore, Kay Brown, Susan Oftedahl, Naurine Lennox, Kathie Taranto, Karen Gervais, Richard DeBeau, Carla Johnson, Jerry Johnson, Leif Knecht, Charles Skinner, George Brophy
- **Contracted Instructors and Teachers**
- **Hundreds of Volunteers**



# Funding

Northfield Senior Citizens, Inc. (DBA FiftyNorth) is a 501(c)(3) nonprofit organization.

## Funding Sources:

- Membership fees/health insurance reimbursement for fitness activities
- Class, program, or group activity fees
- City of Northfield support
- Donations
- Grants



# FiftyNorth Around Town

## Facility at NCRC



FiftyNorth rents the south portion of the Northfield Community Resource Center (NCRC) from the City of Northfield. This includes the warm water pool, wellness center, south lobby, group exercise room, functional fitness room, staff offices, art gallery, commercial kitchen, patio area, and multiple classrooms.



# FiftyNorth Around Town



## Used-A-Bit Shoppe

FiftyNorth operates two branches of the Used-A-Bit Shoppe, a second-hand thrift store in Northfield's River Park Mall. One specializes in housewares and home goods, and one in furniture and framed art. We rely on donations of items from community members, and many volunteers to assist with store operations.

# FiftyNorth Around Town

## FiftyNorth Popcorn Wagon

The Popcorn Wagon is open on Bridge Square from May to October each year. Revenue from fresh popcorn, soda, and bottled water benefits the operations of FiftyNorth. The wagon is operated by volunteers all summer long. Sometimes the wagon is rented for special events in town, and takes a brief field trip!







# Early History

**1973:** A questionnaire included in seniors' monthly utility bill indicated three major needs for older adults in Northfield: a place to get together with others, transportation, and a dining program.

**1974-1977:** A City bond was passed for \$170K to purchase the former Alliance Church at Woodley/Division. The Community Action Center (CAC) opened the Leisure Lounge and senior dining.

**1979:** Northfield Senior Citizens, Inc. was formed after separating from the CAC.

**1986:** Seniors began looking for a larger space. Failed attempts: plan to move into remodeled City Hall (1989), plan for space in community civic center (1994).



# NCRC History

**1997:** When approached for a donation, a donor suggested combining senior needs with those of other community nonprofits. The vision for Northfield Community Resource Center (NCRC) was born!

**1998-2000:** Land was donated and the NCRC was built. Northfield Senior Citizens paid \$1.3 million for the Wellness Center portion of the building, and gifted the deed to the City of Northfield in exchange for half of the Wellness Center's operational costs going forward.

## Partner financial contributions:

City of Northfield	\$2.2 million bond referendum (Paid in full 2017)
Northfield Senior Citizens, Inc.	\$1.3 million
Community Action Center	\$535,000
Three Rivers CAC	\$150,000
Northfield Public Schools	\$250,000
TIF	\$350,000

*Note: As of 2024, City receives annual lease revenue of \$130K from FiftyNorth.*



# Who We Serve

*As of 12/31/2024, FiftyNorth has 2,161 members!*

**FiftyNorth Members:** Age 50+, with membership fees or 50N receives insurance reimbursement for attendance.

**Medical Members:** Any age with medical provider's referral, with membership fees or 50N receives insurance reimbursement for attendance.

**Community Members:** Any age walk-ins are welcome, pay per class/program.

**Scholarship Members:** We are committed to removing access barriers to all FiftyNorth activities. Individuals experiencing financial hardship receive a FREE membership scholarship. Currently, 120 members have scholarship memberships.



# Activities for Whole-Person Wellness

## FITNESS (IN-PERSON & ONLINE)



**Group Exercise  
Studio**



**Wellness  
Center**



**Warm  
Water Pool**



**Functional  
Fitness**

# Activities for Whole-Person Wellness

## ARTS & MUSIC



**Art Club**



**Art Classes**



**Art Gallery**



**Chime  
Choir**



**FiftyNorth  
Band**



**Seasoned  
Singers**



**Eclectic  
Strummers**



# Activities for Whole-Person Wellness

## LIFELONG LEARNING



**Information Sessions**



**History Group**



**Presentations**



# Activities for Whole-Person Wellness



## GROUP ACTIVITIES



**Dances**



**Pickleball**



**Softball**



**Theater**



**Pedalers**



**Community Events**



**Cards & Games**



**Table Tennis**



# Member Participation

In 2024, **2100+** individuals participated over 106,000 times in FiftyNorth activities. Of these, 80% were fitness-related and 20% were recreational activities.



# Year-Round Service

The fitness facilities at FiftyNorth are the first or second most highly used recreation location in the city.

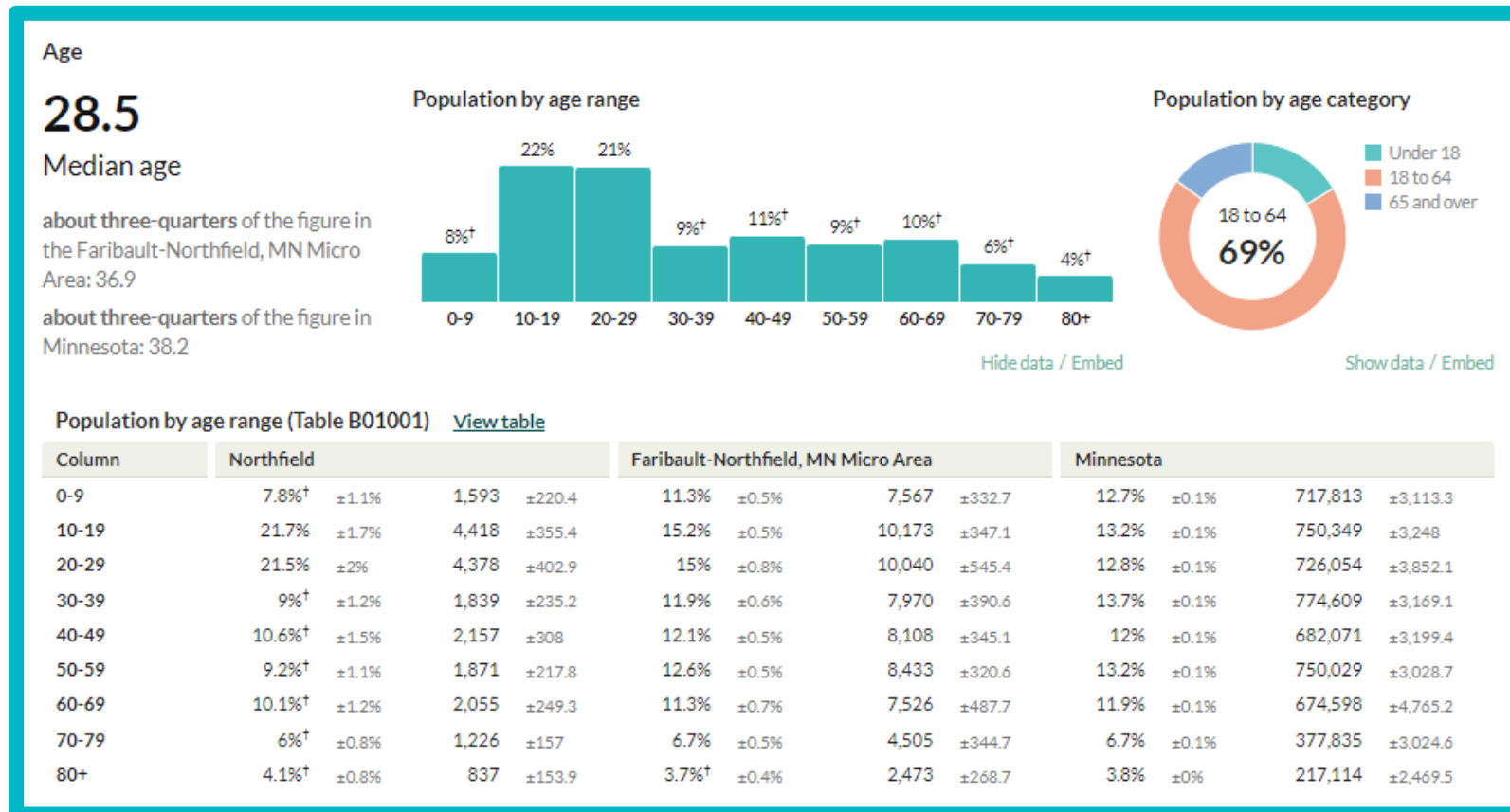
FIGURE 8: TOP 5 MOST UTILIZED PARKS AND RECREATIONAL SPACES

- 1 BRIDGE SQUARE**
- 2 FIFTY NORTH FACILITY**
- 3 RIVER WALK**
- 4 CENTRAL PARK**
- 5 MEMORIAL PARK / POOL / SKATEPARK**



# Growing Up ↑

People age 50 and older constitute approximately 29% of Northfield's population. Approximately 44.9% of households in the service area are households with people 55 years old and older. Given that the number of Minnesotans turning 65 in this decade will be greater than in the past four decades **combined**, that percentage will increase exponentially.



# Community Outreach & Engagement







# Partnerships



FiftyNorth is proud to be a community partner with local businesses and organizations. FiftyNorth fitness classes are taught at senior living facilities. Making Waves swim school teaches 300 children in the FiftyNorth pool every weekend.

We represent the needs and interests of older adults in community conversations, collaborations, and projects.



# Current Partnerships

1000 Cannon Valley Drive HOA  
Age Friendly Northfield  
Benedictine Senior Living  
Cannon Valley Elder Collegium  
Carleton College  
City of Northfield  
Community Action Center  
Community Resource Bank  
Defeat of Jesse James Days  
Family Service Rochester  
HealthFinders Collaborative  
Healthy Community Initiative  
Hiawathaland Transit  
Hometown Credit Union  
Jeanie's Journeys  
Kildahl Park Pointe

Knecht's Nurseries & Landscaping  
KYMN  
Making Waves Swim School  
Meals on Wheels  
Neighbors Helping Neighbors  
Northfield Area Chamber of Commerce  
Northfield Girl Scouts  
Northfield Hospital & Clinics  
Northfield Physical Therapy  
Northfield Pride  
Northfield Public Library  
Northfield Public Schools  
Northfield Retirement Community  
Northfield Shares  
Northfield Area YMCA  
St. Olaf College



# What Our Members Say:

**"I am in awe of the number and variety of fitness offerings at FiftyNorth, and the expertise and great attitudes of the instructors. I also really admire the artwork on display in the gallery."**

**FiftyNorth  
is the  
reason we  
retired to  
Northfield!**

**"FiftyNorth offers a wide variety of activities and programs that allow members to be able to participate no matter what their interests, physical abilities, or needs are."**

**"At FiftyNorth, I feel like I belong. It is nice to be part of a community after retirement."**

**"At FiftyNorth, I have social connections with a variety of people on a regular basis. It's easy to get my physical exercise in at a safe place no matter what the weather is like. Without the warm water pool and hot tub, I don't know how my body could function!"**



# Looking Ahead





**Thank You!**

