

FROM THE

Northfield Downtown

DEVELOPMENT CORPORATION

2016 WORKPLAN

- 1 Communicate with downtown businesses.**
- 2 Actively seek people to develop and redevelop downtown property.**
- 3 Recruit retail businesses.**
- 4 Work to keep downtown office space filled.**
- 5 Maintain and expand the database of downtown property.**
- 6 Work with the Chamber and CVB to promote Northfield's offerings.**
- 7 Be a contact and resource for developers and businesses.**
- 8 Work with the EDA to update and print their Community Brochure.**
- 9 Work with the EDA to create successful business/development forums.**
- 10 Manage Downtown Northfield as a fully-functioning whole.**

2016 YTD

ACCOMPLISHMENTS

Vision for Downtown workgroup

2 6

Parking signage recommendations

10

Riverwalk lot: 40 spaces



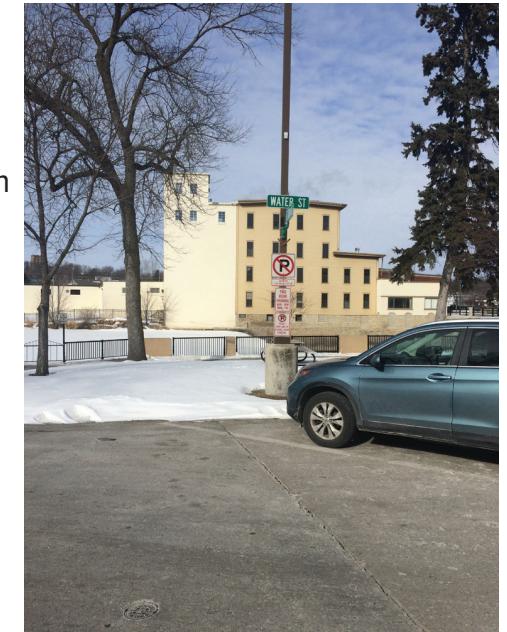
◀ In the lot ▶



◀ From 5th St,
approaching from
the highway



▶ Entering the
lot from
Bridge Square



Standardized parking signage in Stillwater





Quantitative parking research

10



Events calendar

1

Are you ready?

With the nice weather comes visitors, some that you expect, some you may not. We don't want you caught off-guard, so here's a calendar of the biggest happenings.

MON	TUE	WED	THUR	FRIDAY	SATURDAY	SUNDAY
MAY	24	25	26	27	28 St. Olaf Graduation	29 Weekend <small>3,000 VISITORS</small>
30	31	JUNE	2	3	4 Riverwalk	5 <small>2,500 VISITORS</small> St. Olaf Reunion
6	7	8	9	10	11 Riverwalk <small>4,000 VISITORS</small> Carleton Graduation	12
13	14	15	16	17	18 Riverwalk	19 <small>2,000 VISITORS</small> Carleton Reunion
20	21	22	23	24	25 Riverwalk	26
27	28	29	30	JULY	2 Riverwalk	3
4 ★ 	5	6	7	8	9 Riverwalk	10
11	12	13	14	15	16 Riverwalk	17
18	19	20	21	22	23 Riverwalk	24
25	26	27	28	29	30 Riverwalk	31 <small>10,000 VISITORS</small> Vintage Band Festival
Crazy Daze						

Collaboration with CVB on Northfield marketing





Have you discovered Northfield?

If you haven't, the holiday season is a perfect time to experience our impossibly quaint -- and distinctively quirky -- essence.

There's no place like it, and it's only 45 minutes from Lake Harriet.

Downtown map (used by Northfield News and Carleton)

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WELCOME TO Downtown Northfield!

Businesses are color-coded by street and block.

Eating & Drinking

■ B&L Pizza	■ Econofoods	■ Mandarin Garden
■ Basil's Pizza	■ Froggy Bottoms	■ New Buffet
■ Bittersweet Cafe	■ Goodbye Blue Monday	■ Quality Bakery
■ Brick Oven Bakery	■ Just Food Co-op	■ Quarterback Club
■ Cake Walk	■ The Hideaway Coffee House & Winebar	■ Tandem Bagels
■ Carbone's Pizza	■ Hogan Brothers Acoustic Cafe	■ The Tavern of Northfield
■ Chapati: Cuisine of India	■ J. Grundy's Rueb'n'Stein	■ El Triunfo
■ The Contented Cow		■ VFW Club
■ Eagles Club		

Specialty Shopping

■ Anna's Closet	■ Jenkins Jewelers	■ High Noon Ink
■ Antiques of Northfield	■ The Local Joint	■ Ragstock
■ Artistic Beads/The Goat	■ Mainstream Boutique	■ The Rare Pair
■ A Bag Lady	■ Makeshift Accessories	■ Rooms by Tagg 2
■ Buttons & Bows Babydoll Clothes	■ The Measuring Cup	■ Secret Attic
■ Club Tiki	■ Mike's Bikes	■ The Sketchy Artist
■ Cocoa Bean Toys & Sweets	■ Monarch Gift Shop	■ Studio Elements
■ Content Bookstore	■ Northfield Historical Society Museum Store	■ Swag
■ Echo Used DVDs & Games	■ Northfield Olive Oils and Vinegars	■ Thrifty Parrot
■ Eco Gardens	■ Northfield Arts Guild	■ Tom's Downtown Bicycles
■ Games N Geek	■ Northfield Yarn	■ Vintage, etc.
■ High Noon Ink	■ Paper Petalum	■ Vision

Sundries

■ Aquatic Pets	■ Evenson's Hallmark Cards	■ Pat Dunn's Nutrition Center
■ Arrow Ace Hardware	■ Forget-Me-Not Florist	■ Rocky Top
■ Bierman's	■ In The Dog House	■ Sterling Drug
■ Champion Sports	■ Larson's Printing	■ Used A Bit Shoppe
■ Clothes Closet	■ NAPA Auto Parts	■ Willie's Boots and Leather Repair
■ Downtown Tobacco	■ Northfield Liquor Store	
■ Econofoods	■ Northfield Pharmacy	



Restaurant recruitment

3

Communication with potential redevelopers

2 6

Light pole banners

6 10

Connecting landlords and businesses

1 4 5 7