

2023 Defeat of Jesse James Days Celebration

Presented by:

Rebecca Peterson & Galen Malecha

That fateful day: Thursday, September 7th, 1876

THE RAIDERS ENTER THE BANK

On a bright and sunny Thursday in September of 1876, eight bandits rode into Northfield intent on robbing the First National Bank. The date was September 7 and the time was 2:00 p.m. Later it would be called a “textbook James-Younger bank robbery,” and it began with three of their number entering the bank and announcing that this was a holdup. The desperados ordered the three bank employees to open the safe but were told that the door was locked and couldn’t be opened.

THE SCENE ON THE STREET

Meanwhile, out on the street, local citizens began to arm themselves when one of their merchants discovered the robbery in progress. Upon this discovery, two of the gang members sprang to their saddles and began firing their pistols and yelling for all to leave the area or be shot. This forced the three remaining robbers to enter the fray. The first to fall was a Swedish immigrant named Nicholas Gustafson, who remained on the street, not understanding English. Gustafson was wounded in the head and died several days later.

DEFEAT COMES SWIFTLY

It lasted but seven minutes and when it was over, two of the robbers lay dead on the street with two more badly wounded. As the remaining six ruffians fled to the south and west, the largest manhunt in the history of these United States was being organized. Frank and Jesse James were not caught after the botched raid, but the Younger brothers were captured and Charlie Pitts was killed after a furious gun battle near Madelia, Minn., two weeks later.

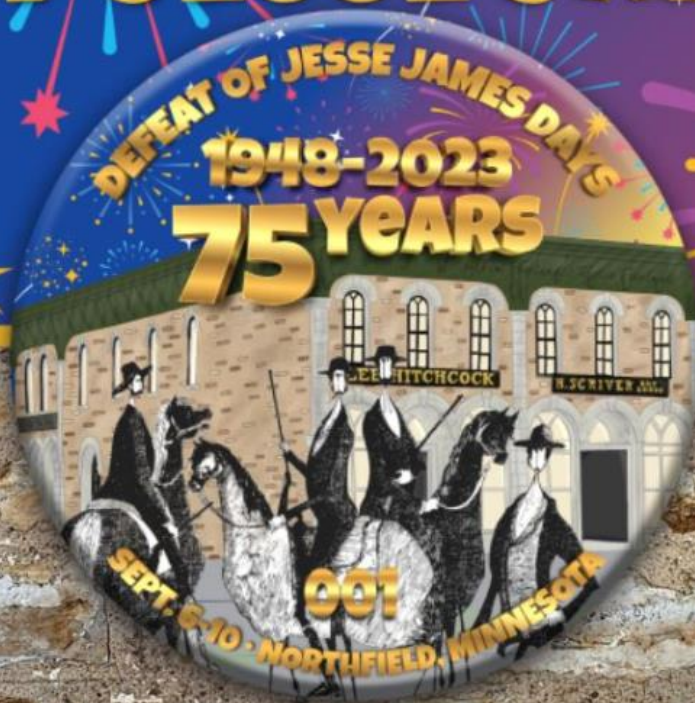
THE HEROES WERE MANY

The heroes that day were many: J.S. Allen, the merchant who first sounded the alarm; A.R. Manning, who shot a horse, wounded Cole Younger and killed William Chadwell using only a single shot rifle; Henry Wheeler, who killed Clell Miller and wounded Bob Younger with an old Army carbine he found in the lobby of the Dampier Hotel; and the one who gave the most that day, Joseph Lee Heywood, who died because wouldn’t open the bank vault and betray the trust of the owners of the bank. It is the extraordinary courage of these ordinary men that we honor each year the weekend after Labor Day.

DEFEAT OF JESSE JAMES DAYS

1948-2023
75 YEARS

SEPT. 6-10
NORTHFIELD, MINNESOTA



DJJD Committee

Overview

DJJD Leadership and Committee

DJJD Leadership

- Galen Malecha, General Chair
- Deb Anthony, Board Chair
- Debby Larsen, Secretary
- Sandy Vesledahl, Treasurer
- Martha Kasper, Director (outgoing)
- Rebecca Peterson, Director
- Lisa Peterson, Director
- Jake Odell, Director (incoming)

Committee and Volunteers

- Recognized as the largest all-volunteer organization in Minnesota
 - Year-round planning
 - Some have served 50+ years
 - Multiple generations serving together
 - Current roster is 120+ people
- This does not include the additional volunteers that donate their time during celebration weekend (approximately 500)

DJJD Annual Budget - \$250,000

Largest Expenses

- Event Insurance
- Security Services
- Parade
- Advertising (print, media, posters, etc.)
- Sound
- Equipment rentals
- Trash/Recycling
- Porta-Potties

Income Streams

- Business Sponsorships (150+)
- Button Sales (including #1-5 auction)
- Concessions & Vendor Fees
- Carnival Ticket Sales
- Rodeo Ticket Sales
- Entertainment Center
- Charitable Gambling

Nonprofit Info

Overview

\$30,000 Paid to Nonprofits by DJJD

DJJD 'employees' a variety of local nonprofits throughout the celebration to help us with a variety of tasks, including buttons sales, token sellers, beer pourers, trash pick up, parade banner carriers, event setup and tear down, etc.



- College City Sertoma
- Northfield Public Schools Special Ed Program
- Northfield High School Girls Tennis Team
- Our Savior's Lutheran Church
- Raider Girls Golf Team
- St. Peter's Church
- Northfield Goal Club
- Northfield Soccer Association
- Rice County 4-H Booster Club
- Edina Realty Foundation
- Northfield Trap Team
- Dennison Lutheran Church
- Bethlehem Academy
- Northfield Hiliner Booster Club
- Raider Girls Hockey Booster Club
- Northfield High School Link Program
- Cannon River STEM School
- EPIC Enterprises
- Healthy Community Initiative
- Special Olympics



A Revenue Boost for Nonprofits

DJJD weekend provides an opportunity to local nonprofits to host their own fundraising events

- Northfield Rotary Club - Central Park Craft Fair & Bike Ride
- Sundowner Car Club - Classic Car Cruise & Riverside Park Car Show
- Northfield Are Fire & Rescue - Bridge Square Bingo & Duck Race
- Northfield Arts Guild - Riverfront Arts Festival
- Northfield Historical Society - Outlaw Run/Walk & Merchandise Tent
- VFW - Boy Scout Breakfast Fundraiser
- College City Sertoma - Button Sales
- Rice County Pork Producers - Bridge Square Food Booth
- Knights of Columbus - Bridge Square Food Booth
- Northfield Masonic Lodge - Bridge Square Food Booth
- Rice County American Dairy Association - Bridge Square Food Booth
- Northfield Swim Club - Water Sales



DJJD Charitable Giving

We are making a more cognizant effort to support other fellow non-profits within our community and surrounding areas where we have our charitable gambling locations through donations and sponsorships.

- Ambassador Scholarship Program - \$7,500
- Northfield Hospital Foundation/Give Cancer the Boot - \$6,000
- Northfield Police Department
- Northfield Food Shelf
- CAC Operation Backpack
- Children's Home Society of the Black Hills
- Shieldsville (The Lodge) Childrens Easter Party
- Midwest Country Music Association
- New Prague Woodfire Tavern Golf Tournament Fundraiser
- Reach for Resources Adaptive Recreation
- Northfield Public Schools Button Program (Special Education Class)
- Northfield Area Chamber of Commerce and Tourism
- Rice County Agricultural Society
- Northfield Historical Society
- Caring of Joseph Lee Heywood Gravesite at the Northfield Cemetery
- Additional Organizations paid out directly by our charitable gambling committee

75th Celebration

Highlights

Northfield Historical Society Partnership

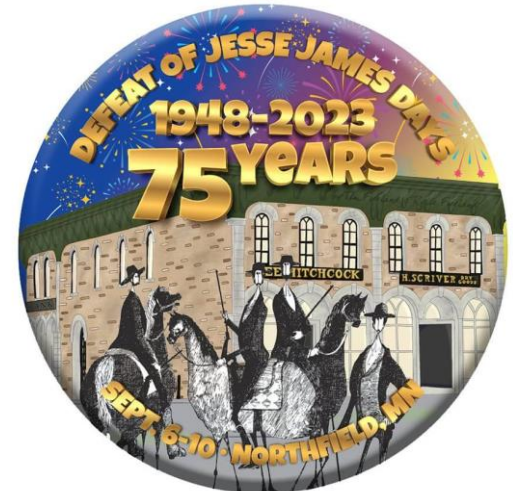
DJJD 75th Exhibit was
made possible through
a generous city
sponsorship

NHS also organizes the
annual Joseph Lee
Heywood Graveside
Memorial Service, the
official kickoff of the
DJJD celebration



75th Year Momentos

Celebration Buttons
Re-enactor Collector
Playing Cards





Budweiser Clydesdales

Sponsored by the
generosity of College
City Beverage in honor
of our 75th anniversary

Photo opportunity at
Friday Night PRCA
Rodeo performance
Full hitch led Sunday's
Grand Parade

DJJD Button Making

DJJD button making is
made possible by
students at the
Northfield Middle and
High Schools

2023 brought some
unique challenges
which required some
additional volunteers





Thursday Night Thunder

26 Cars/Units

Drivers Aged 8-65

Local Drivers and Sponsors

Kids could sit in cars,
received checkered flags,
candy & collector cards

Several other
communities have show
interest in duplicating this
event for their festivals

Gene Lyman

40th Joseph Lee Heywood Distinguished Service Award Recipient

In part, Gene's nomination reads, "Gene certainly doesn't let grass grow under his feet as demonstrated through the multitude of volunteer endeavors and leadership positions held over the years...while working a full-time job along with farming and caring for his properties. He has been a dutiful servant to the Northfield community and greater Rice County community."



DJJD Ambassadors Scholarship Program

“Our 2023 Ambassadors attended over 100 events all over the state, promoting Northfield & DJJD while learning leadership skills through numerous local and statewide volunteering events. We strive to provide opportunities for personal and professional growth, through involvement in our community and increased awareness of the greater community around us.

During our Sunday VIP Brunch, bank raid, parade and coronation we hosted over 350 people representing 55 different communities.”

- Julie Eddy, Ambassador Program Chairperson

2024 DJJD Ambassadors:

Erica Jorgensen

Danica Sorem

Rylee Nelson

2024 DJJD Junior Ambassadors:

Andrew Jorgensen

Olivia Malecha



THANK YOU

City of Northfield

Northfield Police Department

Northfield Police Reserves

Northfield Area Fire and Rescue Services

Northfield Public Works Department

Northfield Parks and Recreation

Northfield Hospital Emergency Medical Services

Northfield Conventional and Visitors Bureau

Northfield Area Chamber of Commerce

Cornerstone Community Church

Northfield Historical Society

Northfield United Methodist Church

2023 Celebration Sponsors

College City Beverage - Hero Sponsor

Rebound Partners - Hero Sponsor

Millersberg Construction - Hero Sponsor

DJJD Committee Members & Volunteers

Celebration Attendees

Celebration Partners & Vendors

Button Makers

2023 DJJD Summed Up in One Word

ENERGETIC

Here's to the next 75 years!



DJJD Family Photo 2023 - all photos credited to Bridgette Hallcock Photography