



February 14, 2022

To whom it may concern,

Please accept this letter as confirmation that the City of Northfield supports the Main Street Economic Revitalization Program. The City appreciates the opportunity to highlight the importance of investment in Main Streets across the state and especially in downtown Northfield.

Downtown Northfield has experienced tragic loss caused by fire. Where the Archer House once stood is now a visceral depiction of the monumental importance that was the Archer House in historic downtown Northfield. Tourism is a key component to Northfield's economy. The loss of a boutique, historic hotel and the pandemic has crippled the tourism industry within Northfield. Nevertheless, the City Council is prepared to assist in the redevelopment endeavor to reestablish this once great landmark. Northfield is a creative town with a rich history of innovation, and we welcome opportunities that will further diversify our economy through partnerships such as the Main Street Economic Revitalization Program.

Sincerely,

A handwritten signature in black ink, appearing to read "BM" or "Ben Martig".

Ben Martig
City Administrator
City of Northfield



February 16, 2022

Main Street Economic Revitalization Program Administrators,

On behalf of the Board of Directors of the Northfield Downtown Development Corporation (NDDC), I'm writing in support for the Southern Minnesota Initiative Foundation's (SMIF) application for the Minnesota Main Street Economic Revitalization Program.

The NDDC is a 501c(3) organization committed to sustaining a vital and vibrant downtown in our close-knit community. As a state designated and nationally accredited Main Street community, we partner closely with local organizations and stakeholders (e.g., SMIF, City of Northfield, Northfield Area Chamber of Commerce and Convention and Visitors Bureau, Northfield Heritage Preservation Commission, and many other local non-profit and community-based organizations) through comprehensive work on the **economic vitality, design, promotion and organization** of our historic downtown district.

While the past two years have been challenging, downtown Northfield has demonstrated grit and persistence in the face of the Covid-19 pandemic and a devastating fire that impacted multiple businesses and destroyed one of our town's most iconic buildings in November 2020, the Archer House.

The process of rebuilding the Archer House is an important lesson in historic preservation and community engagement—work is underway now to honor the past while imagining and inspiring a new future. SMIF is applying for program funding to ensure what emerges from the ashes will fill a critical void in our community. This work touches on all four points of our work as a Main Street organization:

- **Economic Vitality**—by catalyzing development and driving our downtown economy with opportunities for business, tourism, and residences.
- **Design**—by enhancing the physical and visual assets that are unique and distinctive of our downtown district.
- **Promotion**—by reinforcing the historic space as an integral hub for our community; a space where we can gather and of which our community will be proud.
- **Organization**—by providing the opportunity for expanded partnerships and community engagement in a critical revitalization effort.

As an active partner and advocate for our downtown community, we know that any support that can be secured to assist in this revitalization project will be invaluable. We wholeheartedly support SMIF's application and look forward to partnering with SMIF and other key stakeholders in realizing an exciting new chapter for downtown Northfield.

Thank you for considering SMIF's application and for your continued support for Minnesota communities.

Sincerely,

Kathleen Holmes

NDDC, President—Board of Directors



To Whom it May Concern:

I am writing to you today to encourage support of the SMIF's application for the DEED Main Street Program grant.

Tourism is a large and very important part of Northfield's economy. The pandemic hasn't been easy for hospitality in general, but with the devastating fire of the Archer House in 2020, it has affected our community more than most.

Downtown is the heart of our city. It's the place where things happen and business gets done. It's vibrant and is host to many events including the Riverwalk Market Fair, Crazy Daze, Winter Walk and the Defeat of Jesse James Days. It's a picturesque, "Norman Rockwell-ish" feel makes it a destination for many thousands of visitors per year.

The Archer House River Inn & Suites has added to the charm and feel of our downtown for over 145 years. It's a true gem and will be greatly missed. The Northfield City and EDA play a very important role in attracting and helping business development in our city. With the loss of the Archer House, our downtown is in great need of filling that void and this grant could help tremendously.

It is my recommendation that the committee strongly consider SMIF's application for funding. The money will be well spent and help create and enhance the quaint charming character that people have come to love about Northfield.

Sincerely,

Lisa Peterson
President/CEO
Northfield Area Chamber of Commerce and Tourism



OUR MISSION: *To lead in the creation, promotion and enhancement of a healthy business environment for the Northfield area.*

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