

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



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 St. Olaf Graduation	28 May Fly Festival	29 Weekend 3,000 VISITORS
30	31	JUNE	2	3	4 Riverwalk	5 St. Olaf Reunion 2,500 VISITORS
6	7	8	9	10 Carleton Graduation 4,000 VISITORS	11 Riverwalk	12
13	14	15	16	17	18 Riverwalk	19 Carleton Reunion 2,000 VISITORS
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 Crazy Daze	29	30 Riverwalk	31 Vintage Band Festival 10,000 VISITORS

Collaboration with CVB on Northfield marketing

6 10



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 Café | ■ 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 | |

Provided by the Northfield Downtown Development Corporation



Restaurant recruitment

3

Communication with potential redevelopers

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Light pole banners

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Connecting landlords and businesses

