



Legislation Text

File #: Res. 2018-016, **Version:** 1

City Council Meeting Date: February 20, 2018

To: Mayor and City Council

From: Ben Martig, City Administrator

Main Street Letter of Support for NDDC application

Action Requested:

The Northfield City Council approves the attached Resolution proclaiming support for the Northfield Downtown Development Corporation's application to the Main Street Program.

Summary Report:

The Northfield Downtown Development Corporation (NDDC) is in the process of applying to Minnesota Main Street to become a Designated Main Street Affiliate organization. Minnesota Main Street is a coordinating Main Street America program under the auspices of the Preservation Alliance of Minnesota (PAM). Main Street America is a national program dedicated to downtown revitalization and economic strengthening under the umbrella of the National Trust for Historic Preservation. There are currently 1,600 Main Street America affiliate communities across the country, eight of which are in Minnesota. The Main Street America program is now in its 35th year of operation.

The Main Street Approach uses The Four Points to accomplish the goals of downtown revitalization and economic strengthening: Economic Vitality; Design; Promotion; Organization. Each Designated Main Street Affiliate organization conducts its work through committees and partner organizations assigned to one of The Four Points.

Successful outcomes in Main Street America cities require sustained and inclusive community engagement. The City Council's involvement in their application process is vital to the outcome of the effort. The NDDC is seeking Council's input for the application and continuing support for the Main Street Approach after the NDDC attains the Designated Main Street Affiliate status.

In the application, the NDDC wants to demonstrate that the Northfield community (downtown building owners, downtown business owners, non-profit organizations, civic leaders and commission volunteers, private citizens) has a history of commitment to the health and vitality of the downtown district and that we are going to continue this collaborative tradition into the future. The NDDC is requesting that the City Council or Mayor's office will provide a letter which speaks to the particular role that it has played in the past and will continue to play in assisting with future projects and initiatives.

The NDDC plans to work collaboratively with the Northfield Chamber of Commerce & Tourism and the Northfield Convention & Visitors Bureau (CVB) to implement and operate the Main Street program. The organizations are now sharing one office at 19 Bridge Square, which will improve collaborative efforts. The Chamber of Commerce has offered to pay half of the Minnesota Main Street membership fee.

Alternative Options:

N/A

Financial Impacts:

N/A

Tentative Timelines:

The NDDC will be submitting their draft application to Minnesota Main Street on March 1 for review. They would appreciate a written contribution no later than February 23 so they have a few days to assemble the many parts.