



Downtown Action Team

This action team promotes enhancement of our downtown vibrancy and innovation for the future desired by our residents while maintaining New Ulm’s Charm and Tradition.

Priorities and Recent Accomplishments — 2023

Added Attractions for the Saturday Farmers Market

- Building on the success of 2022, the Saturday farmers market in German Park offered a variety of other activities for both kids and adults, including 4-H showings, live music, a New Ulm information booth, bean bag toss, coloring sheets, sidewalk chalk and a trivia wheel in addition to the fresh produce, handmade crafts and baked goods.



Two New Public Parklets

- Downtown New Ulm welcomed two new public parklets at Lakes on 1st and Sweethaven Tonics to help encourage people to stay and enjoy the downtown area.



Parklets are structures that convert one or more on-street parking spaces into public open space. They are a simple way to increase foot traffic and seating space and encourage inviting commercial districts.

Plaque for the Mural on the Nuvera Building

- The mural on the Nuvera building in the city’s historic downtown at 1st North and North Minnesota Streets is slated to add a plaque, which will include an artist’s statement and identification for the different elements of the artwork. The addition of public art such as the mural sparks conversation, builds community respect, and creates a welcoming environment that supports a walkable environment and sense of community.



Strong Towns Community Action Lab

- Following the 2022 visit and presentations by Charles Marohn, president of Strong Towns, the Downtown Action Team continued discussions to educate community leaders and engage them in the work to strengthen and revitalize New Ulm.
- The team also began discussions with the City of New Ulm about possible improvements to the Minnesota and Center Street intersection in order to enhance vitality and promote active transportation.