



Heart of New Ulm
Supporting a culture of wellness



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.

2024 Accomplishments

Community Photo Shoot and Collage

- In the spring of 2024, the Downtown Action Team helped pull together more than 400 individuals and groups from all walks of life, ranging in age from three months old to age 100, to pose for photos for a Community Collage. The purpose of the project was to capture a snapshot of New Ulm, celebrating the heritage of all community members and bringing the community together.
- In October, the team worked with professional photographer Josh Madson to create the new 30' x 10' Community Collage that was installed on the Center Street side of the Thimble Box building at 2. S. Minnesota Street.



Farmers Market New Location

- The team helped facilitate a move for the New Ulm Farmers Market to a new location downtown at 15 S. Broadway (A to Zinnia parking lot) that provides more visibility than the previous location. The team reached out to various community groups to add a variety of additional activities, such as working with ProKinship For Kids to offer a variety of games.



Holiday Storefront Decorating Contest

- For 2024, the team continued the annual decorating competition – Festive Facades: A Holiday Storefront Decorating Contest — that it started in November 2023. The competition aims to showcase the creativity and holiday spirit of local businesses while spreading joy and excitement throughout the community. The friendly competition is a way for local businesses to share in a sense of community and help enhance the charm of New Ulm. The public is invited to vote for their favorite storefront and the top three businesses with the most votes each win Chamber Dollars.

