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## Prioritized Recommendations to Transform Downtown New Ulm

— Results of the Downtown Assessment conducted in 2019 by Rethos —



### Recommendation



### Priorities It Addresses

#### Improve Channels of Communication

- Determine where residents get their information
- Determine what information they are looking for
- Create a one-stop shop info hub with resident info
- Convene meetings where residents feel welcome; reconsider meeting space and accommodations

- Increasing community awareness of resources, stores, events, services
- Repairing the perceived disconnect between city/public entities/residents
- Reframing perceptions of the community across multiple generations
- Securing community input to reframe existing ordinances
- Streamlining and clarifying permissions process for special events
- Bringing information to people where they are at
- Acknowledging need to reconsider what accessible means; making forums more kid-friendly

#### Create Outdoor Public Spaces

- Add picnic tables to Kiesling and Schonlau Parks and play area on Center Street
- Continue care and upkeep of tables and benches
- Consider a food truck night or other events to draw people downtown
- Move the Farmers Market downtown
- Empower different groups to do activities downtown

- Rekindling the German feel of downtown with public markets and live music
- Addressing the desire for downtown groceries, reformatting of downtown activity for residents, pulling people to downtown on a regular basis
- Addressing sidewalk ordinances for special events and daily use
- Creating opportunities for all ages to participate in downtown activities beyond shopping and specialty services

#### Consider Residents First for Downtown

- Support downtown employees
- Adjust business hours for residents
- Institute longer parking limits
- Enhance pedestrian friendliness and safety
- Consider ordinances that make it easier for downtown events to occur

- Making business hours friendly to residents after regular working hours
- Considering downtown workers when creating parking limits, food truck and outdoor entertainment ordinances
- Enhancing pedestrian safety



Heart of New Ulm  
Supporting a culture of wellness





## Recommendation



## Priorities It Addresses

### Remember Lost Businesses; Creatively Brainstorm the Future

- Host a celebration of life for former businesses to share stories
- Conduct a community forum on future of vacant buildings
- Post an idea board downtown to collect input
- Provide zoning and rehab resources for potential investors
- Share ideas and progress on a regular basis for empty buildings

- “Doing something” about vacant buildings, considering future opportunities for downtown

### Consider Other Ideas, Opportunities

- Update outdated ordinances, particularly parking; downtown alcohol allowances to encourage outdoor events; adopt a commercial blight ordinance
- Activate volunteers; channel extensive energy residents have about downtown
- Reinvigorate New Ulm’s tradition of music; incorporate music during outdoor events
- Explore new connections with Martin Luther College

- Connecting the community directly with downtown action; bolstering the need to feel like the downtown is for residents not just tourists, creating opportunity for light facade repairs or painting, clean-up and beautification work
- Reinvigorating life into downtown beyond just festival times, opportunities for multi-generational programming
- Embracing new and diverse residents, opportunity to retain students as residents, increase economic base

### Reactivate Main Street Position

- Unify messages and develop relationships with key stakeholders
- Create one-stop promotion of downtown district
- Harness and focus enthusiasm for downtown’s potential
- Acknowledge how businesses, landlords and residents want to see New Ulm transformed

- Unifying messaging and convening relationships between all downtown stakeholders and residents
- Developing one-stop promotion efforts for district
- Ensuring efforts are rooted in residents, not tourists

**Get  
Involved!**

**Stay tuned as the Downtown Action Team implements a plan to address the recommendations:** Join us! We meet the third Friday of every month at noon in the Chamber offices board room. For more information call 233-4300.

**Watch a video presentation about the results of the 2019 Downtown Assessment**

**<https://youtu.be/C-i6xcucP3A>**