

## 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 Collage

- The Downtown Action Team worked with professional photographer Josh Madson to create a new 30' x 10' community collage that was installed on the Center Street side of the Thimble Box building at 2. S. Minnesota Street in October. The Community Collage features hundreds of photos taken in the spring of 2024 when more than 400 individuals and groups from all walks of life, ranging in age from three months old to age 100, posed for photos. 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. The collage will serve as a snapshot of New Ulm and its people for years to come.



#### Growing Forward Mobile Green Space

- After successfully piloting an entire block of artificial turf at Oktoberfest in 2023, the team worked to raise donations and sponsorship dollars to own the turf. The team was able to bring the mobile green space out twice in 2024 – once for Crazy Days in July and again for Oktoberfest. People enjoyed the vibrant transformation of Downtown New Ulm as it came alive as a dynamic mobile green space. Activities included giant Jenga, sidewalk chalk, bean bags, bubbles, power stretch yoga, a kids' dance party and more.



#### 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.

