



Rural Programs DOWNTOWN ASSESSMENTS



*Popcorn Wagon, New Ulm
New Ulm Downtown Assessment*

How do you tell your community's story? What gives your town its unique personality? By tapping into local wisdom, we work with you to uncover your community's distinct assets, develop your strengths, and promote your competitive edge. After working to understand your community's personality, we develop a plan to change the way people think and talk about your downtown.

How It Works

AUTHENTIC ENGAGEMENT

We meet with community members at local businesses, area schools, public parks, and other gathering spaces to learn about your community and hear what matters most to you. We not only document historic buildings and notable businesses, we work together to document the shared experiences, traditions, and characteristics that tell your community's story.

MAPPING YOUR CULTURE

Using information gathered from these conversations and specialized software, we produce a cultural asset map—a visual display of your downtown's cultural assets. Collected stories and photos from community members illustrate your community's unique cultural impact within Minnesota.

A NEW VISION FOR DOWNTOWN

We help you not only articulate the strengths of your downtown, but provide a framework to identify specific, actionable steps that promote, highlight, and enhance your community's defining characteristics.

MOMENTUM & REVITALIZATION

We collaborate with your community to turn this vision into reality by building a network of support to guide strategies for revitalization, attaining philanthropic funding.

Defining Cultural Assets

- Local retail
- Bars and restaurants
- Youth and social programs
- Housing
- Community, religious, and civic organizations
- Historic buildings
- Public art and cultural institutions
- Natural features and parks
- Cultural events and festivals
- Defining characteristics

CONTACT INFORMATION



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Services



Downtown Assessment

Rethos's experienced team of downtown revitalization professionals will engage community members, convene stakeholders, and perform a rigorous analysis of your community. Staff will meet with community members at local businesses, schools, parks, places of worship, and other community gathering places, in addition to facilitating focus groups with local leaders to guide an analysis of your downtown. The team will then craft a report specifically tailored to your community, defining its character and outlining practical recommendations for downtown revitalization.

Downtown Assessment Plus

Rethos's Downtown Assessment Plus package provides a more robust and comprehensive version of the regular services: at least double the hours of community engagement and stakeholder focus groups, a GIS map visually illustrating your community's cultural assets, and guided implementation of the recommendations outlined in the report we provide. With our more advanced services, we spend more time working with you to make sure your community finds and realizes its competitive edge.

DOWNTOWN ASSESSMENT

- Community engagement
- Stakeholder interviews
- SWOT analysis
- Synthesis & Recommendations report
- Cost: \$5,000

DOWNTOWN ASSESSMENT PLUS

- Comprehensive community engagement (more hours dedicated to meeting with community members)
- Stakeholder interviews
- SWOT analysis
- GIS map illustrating cultural assets
- Synthesis & Recommendations report
- Guided implementation of recommendations
- Cost: \$10,000