



RETHOSTM
PLACES REIMAGINED

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: Step by Step

STEP ONE: 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.

STEP TWO: MAPPING YOUR CULTURE

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

Examples of Unique Places

- 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

STEP THREE: 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.

STEP FOUR: 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.

CONTACT INFORMATION



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Downtown Assessment in New Ulm



Rethos traveled to New Ulm to gather stories, identify important places, and connect with community members, business owners, and stakeholders on what makes their community unique, what works in their downtown, and what their downtown could look like in 5 years.



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