

RETHOS™

# PLACES REIMAGINED

Issue 3, 2022

WE MOVED  
TO A NEW  
SPACE IN  
LANDMARK  
CENTER



# RETHOS®

Printed by Rethos  
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rethos.org

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*Rethos is a private, nonprofit, 501(c)3 organization dedicated to connecting people to historic places, promoting community vitality, and building reuse.*

# THANK YOU TO OUR...

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MINNESOTA MAIN STREET



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Production of this issue of Places Reimagined was made possible through a generous grant from



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The Landmark, home to Rethos. Photo: Bohao Zhao, licensed under CC by 3.0 [https://commons.wikimedia.org/wiki/File:Ramsey\\_County\\_Historical\\_-\\_panoramio.jpg](https://commons.wikimedia.org/wiki/File:Ramsey_County_Historical_-_panoramio.jpg)



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# The First Word

I am writing this First Word as I spend a little quiet work time in the yurt at the newly rehabbed Hotel Rapids in Grand Rapids, Minnesota. Erin Hanafin Berg and I are on a mid-Minnesota tour and encamped last night at this midcentury motel that has been revamped into total coolness. Yesterday, we toured the Duluth Armory and later today we are meeting up with friends in Brainerd. As I sit writing this I realized that we are really “drinking from a fire hose” at Rethos lately, but in a really good way! There is no drought here at Rethos, I can tell you that! Here are just a few of the exciting new people, programs, and initiatives cascading through the rapids.

## **New Faces:**

We are delighted to add two new board members. **Dr. Mitchell Berg** is a professor at the University of Minnesota’s Crookston Campus and serves as the Associate Director of the Veden Center for Rural Development. **Leif Eikevik** is an architect and Senior Project Manager for Leo A. Daly in its Minneapolis office. Rethos is grateful for their willingness to join our dedicated board of volunteer leaders and share their ideas and energy with us.

Over the past several months Rethos has also added new staff members. **Ryan Barland** is our new Minnesota Main Streets Manager. He comes to us from the Minnesota Historical Society and is leading our statewide program to support smaller towns and commercial corridors as they leverage their historic structures as part of their economic development efforts. **Tessa Holladay** is our new Education



Executive Director  
Heidi Swank

Manager. She comes to us from the Scurry County Museum in Snyder, Texas where she served as Executive Director. Now Tessa is leading our DIY homeowner classes, real estate continuing education, and developing new educational programming in support of historic preservation and building reuse. **Michael Moore** is our new Office Coordinator. Michael relocated to Saint Paul from Santa Fe, New Mexico via Peoria, Illinois. He is a

There is so much energy, creativity, and excitement here at Rethos!

musician, an avid cyclist, and has worked in leadership roles in several industries. He makes sure all the cylinders of Rethos engine are firing to deliver maximum impact. **Josh Hauf** is our 2022-23 season MnPCA GreenCorps intern. He'll be working in our Education Division on deconstruction and salvage issues and sharing his time with our partner, ReUse Minnesota. And finally, **Kelly Fischer** isn't new to Rethos, but she has been promoted to a new role as Heritage Tourism Manager. Kelly is driving this new program area for Rethos, beginning with Doors Open Minneapolis in 2023.

### **New Programs:**

Rethos launched its Heritage Tourism Program as the proud new producer of Doors Open Minneapolis! This city-wide celebration drew over 17,000 attendees visiting over 100 different venues across Minneapolis in its first year, 2019. It was all set to go again in 2020, but fate would dictate otherwise. Rethos is reviving this two-day event to be bigger and better than ever. Stay tuned!

### **New Initiatives:**

In September, Rethos was awarded a \$700,000 Paul Bruhn historic preservation grant from the National Park Service for our new Looking Up initiative. We will be awarding sub-grants of up to \$50,000 to owners of historic structures to help them renovate the upper floors of their buildings, providing additional community resources like housing, retail, and office space.

I feel like I'm just scratching the surface. There is so much energy, creativity, and excitement here at Rethos! We are deeply grateful to everyone who supports our work, donates to our fundraising campaigns, attends our events, and shares our passion for saving old buildings. Now, let's get busy!



*Rethos Policy Institute Director Erin Hanafin Berg and Executive Director Heidi Swank stop in Grand Rapids on their Minnesota roadtrip.*

# Plan Your Year-end Philanthropy for Maximum Benefit

For many families, November is the ideal time to map out their year-end charitable giving. The Holiday Season is right round the corner, Thanksgiving reminds us to be grateful for our good fortune, and the December 31 tax deadline is approaching quickly.

## Giving to Rethos can be an important part of your plan.

Your annual, unrestricted gifts are critical to building and maintaining our ability to do our work. General operations funding ensures that our team of professionals has the resources they need all year long. We are grateful to all who contribute monthly as Keystone Members, as we are for all gifts in support of our mission. Visit [www.rethos.org](http://www.rethos.org) to make your gift today.

Many generous benefactors choose to include Rethos in their year-end tax planning. Your gifts of appreciated (or depreciated) assets (stocks) not only fund important programs and initiatives, but they are also a key part of your strategy to minimize your taxable income for this year. Transferring shares to Rethos is easy. Just go to the **Ways to Give** page on our website for complete instructions.

Year-end is a time of reflection and looking ahead. As you revisit your estate plans, or if you are creating your Will for the first time, please consider including Rethos as a beneficiary. Your financial and legal advisors can show you how an estate gift to Rethos will provide a way for you to continue making positive change in the world after you are gone. There are also tax implications of estate giving that can be beneficial for you now and for your heirs later on.

Your gifts make it possible for us to save historic structures, teach homeowners to care for their older homes, partner with local leaders in Main Street communities statewide, and be a resource for elected officials and administrators seeking to craft historic preservation policies that benefit both people and places.

We encourage you to consider giving to Rethos as part of your year-end charitable contributions.



# Hello from Heritage Tourism!

As we celebrate our fortieth rotation around the historic preservation sun, we reflect on how grateful we are to our friends and partners across the region that have helped us uncover fascinating stories, explore exciting new places, and dive deep into the beautiful and complex history that impacts the spaces we inhabit. We're so very proud of the services and programming we've developed over the years, and we thank each of you for sticking with us as we grow and change to find our niche in this work.

In the spirit of growth and change, it's no secret that our Community Programs division is growing fast! All five of our staff members are either brand new to Rethos or have recently found themselves in new positions within the division. It's exhilarating, and only a little scary! With enthusiasm for the work we're doing, and lots of coffee, we're continuing to build on programs that we're passionate about and proud of. In fact, we're so excited about the momentum we have going in Community Programs, that we've added a whole new program! Rethos is excited to announce the birth of Heritage Tourism, which will be working alongside our Education and Minnesota Main Streets programs.

**R**  
**RETHOS**

## DOORS OPEN

MINNEAPOLIS

PRESENTED BY



While Heritage Tourism the program is new, we've been dancing around the concept since the very beginning. To us, heritage tourism is all about experiencing buildings and spaces with historical, cultural, or social significance. It's exploring the identity of a community! The people, their stories, and the old buildings they love have always been our greatest passion. Heritage Tourism is the vessel on which we continue that journey.

The first chapter of Heritage Tourism begins with Rethos' acquisition of the beloved event, Doors Open Minneapolis, which was originally produced by Doors Open Minneapolis Founder and Former Executive Director Scott Mayer, the American Institute of Architects, and the City of Minneapolis.

It's possible you remember this event from when it first debuted in 2019! Doors Open Minneapolis is a chance to explore the buildings that tell the Minneapolis story. From theaters to business hubs, sacred spaces to private clubs, sports complexes to engineering wonders, historical gems to not-even-open-yet buildings, Doors Open Minneapolis will give visitors a free behind-the-scenes look at over 100 venues around the city. Building owners and caretakers will provide unique perspectives that illustrate why these venues, and the people and businesses that work in them, are central to Minneapolis' identity. With COVID-19 having canceled Doors Open Minneapolis in 2020 and 2021, Rethos' Heritage Tourism program is thrilled to launch its return on May 13th - 14th, 2023! This event will be hosted in partnership with many of the same entities that successfully brought it to life in 2019, including

Scott Mayer, the City of Minneapolis, the American Institute of Architects, and many more fantastic local partners and organizations. You can read more about Doors Open Minneapolis on our website at [www.rethos.org](http://www.rethos.org).

As we find our footing in Heritage Tourism, please know that we're incredibly excited to hear your community's stories, and to help you share them with the whole wide world. We have big dreams to expand programming across the region, exploring all the amazing wonders the Midwest has to offer. You can learn more about our program at [www.rethos.org/heritage-tourism](http://www.rethos.org/heritage-tourism). We'll see you at Doors Open Minneapolis next spring!

Best,

Kelly Fischer, Heritage Tourism Manager

[kelly@rethos.org](mailto:kelly@rethos.org)

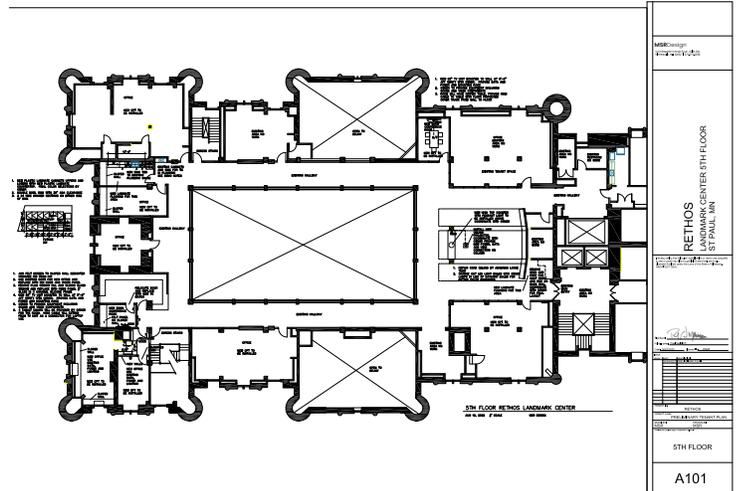


# NEW OFFICES NEW PROGRAMS NEW IDEAS

While we haven't moved very far (one floor up), we are moving the organization in new and exciting directions. You can now find us at **75 West Fifth Street, Fifth Floor South, Saint Paul, MN 55102.**

The new space surrounds a windowed atrium providing plenty of natural light. There will be an on-site classroom for our education programming, a dedicated Zoom conference room, a mud room for bike commuters and large-scale Rethos graphics throughout! We have also purchased salvaged office furniture and have recycled the old furnishings.

Stay tuned for photos of the completed space once all the dust has cleared!

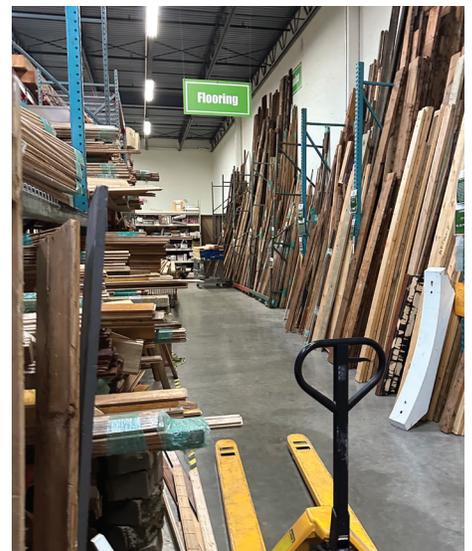


# Community Programs Retreat



From left: Heritage Tourism Manager Kelly Fischer, GreenCorps Member Josh Hauf, Director of Community Programs Emily Kurash Casey, Education Manager Tessa Holladay, and Minnesota Main Streets Manager Ryan Barland tour Winona during their retreat. Photos: Tessa Holladay

The Community Programs team gathered at Rethos' Winona office for their first ever retreat. Planning for the busy year ahead was on the agenda, but so was a tour of downtown Winona and a "Tour de Salvage"—visiting salvage retailers like Building Better Futures, shown below. The team works hard, but they know how to have fun!

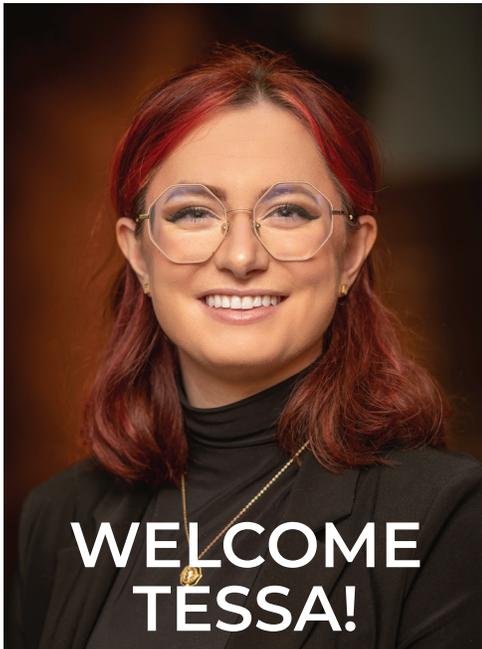


**WELCOME RYAN!**

Ryan Barland has a master's degree in Art History. Previous to coming to Rethos he worked for 14 years at the Minnesota Historical Society, primarily as an Oral Historian. He is passionate about the state of Minnesota and excited to be our state's first Main Street Manager. He lives in south Minneapolis with his wife and three children.



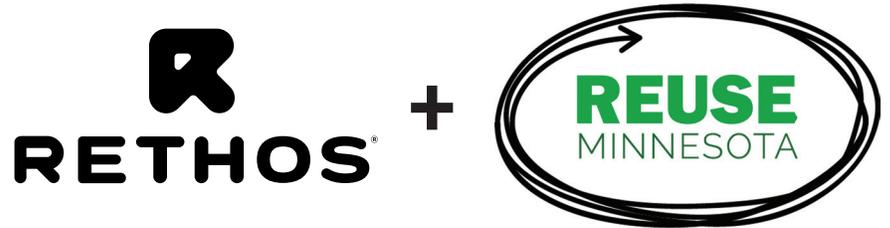
BY RETHOS



A big Minnesota welcome to our new Education Manager, Tessa Holladay! She made the trek from Texas—where she was the Executive Director of the Scurry County Museum in Snyder—to Minnesota where she is leading our DIY homeowner classes, real estate continuing education, and developing our volunteer program. Tessa has a Masters in Arts and Cultural Management with a focus on Outreach and Advocacy from the University of Denver.

A little about Tessa in her own words: "I love coffee, my cat, Ghost, and laying around in my hammock. Growing up my family always made a point to stop at historic spots during vacations. This is what sparked my passion for old homes, buildings, and preservation. I believe that learning is a life long passion that should be shared as often as possible. The history and culture of a place is the key to community, and I cannot wait to become a part of the Rethos community!"

We are very excited to have Tessa on our team and can't wait for you to meet her!



Rethos is excited to announce a partnership with Reuse Minnesota to host Minnesota GreenCorps member Josh Hauf for the next eleven months. Minnesota GreenCorps is an AmeriCorps program coordinated by the Minnesota Pollution Control Agency and focused on training the next generation of environmental professionals. Rethos will serve as the host site and Josh will split his time between the two organizations. Josh's projects with Rethos will include event planning, creating blog posts, class packaging and standardization, as well as creating an original salvage toolkit for communities looking to pursue a deconstruction project. We hope to make deconstruction and building reuse more accessible to greater Minnesota and support more communities looking to preserve their historic places.

#### **A little bit about Josh:**

Josh recently graduated from the University of Minnesota-Twin Cities in May with a B.S. in Environmental Science, Policy and Management, and has been in the Twin Cities area for three years. As a Sustainability Intern for Aramark, he began and continues to lead a Fair Trade campaign for the University which is currently running and on track to be completed this upcoming Fall. He hails from the Black Hills of South Dakota which fostered a love of hiking, kayaking, camping, and everything outside. He thoroughly enjoys thrifting, collecting vinyl, utilizing his green thumb, and exploring the Twin Cities more. Josh is excited to begin his year as a GreenCorps member and to make connections with leaders in sustainability, waste, and reuse!



# Farewell Hayden!



It is with a mixture of excitement and sadness that we at Rethos bid farewell to Hayden Troy, our Institutional Giving Officer for the past two years. Hayden and his wife have relocated to Los Angeles.

Hayden is a talented writer, gifted storyteller, and a fundraising leader. He was instrumental in securing the \$700,000 Paul Bruhn grant from the National Park Service to establish our new Looking Up program. This is the

largest gift that Rethos has received to date and has already proven to be transformational.

Best of luck in your new role in LA. Our only regret is that you are not here to share in the celebration when we get the lighthouse.

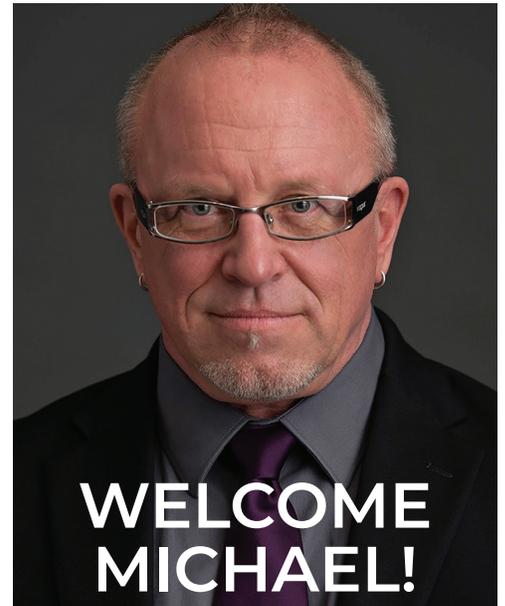


**Shopping for the holidays?  
Shop at [smile.amazon.com](https://smile.amazon.com) and Amazon  
automatically donates to Rethos!**

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or visit our home page and click the link.

Then shop as usual, that's it—  
Amazon does the rest.



We have a new Office Coordinator:  
Michael Moore!

Michael is a brand-new Minnesotan. He and his wife just moved to the Twin Cities from Santa Fe, New Mexico and are nervously excited about their first winter here. They think their dogs are going to love it, though. Despite having never lived in Minnesota, he is thrilled for the opportunity to contribute to Rethos' mission in the state he grew to love over many years of playing here as a Midwest-based musician.

As Office Coordinator, Michael is enjoying some of his favorite activities: playing a supporting role in an office full of skilled professionals dedicated to the same cause, interacting with strangers while turning them into friends, and learning new skills of his own along the way. Outside of work you may find him enjoying a concert, at a play, or pedaling his bike down a quiet, remote highway.

Welcome to Rethos and Minnesota,  
Michael!

# CLASSES + EVENTS

All class registrations can be made at [rethos.org/classes](https://rethos.org/classes).

The Rethos Education program is funded in part by the Arts & Cultural Legacy Fund through the Minnesota Historical Society.



## 12 NOV <sup>R</sup> WALLPAPER INSTALLATION

9:00 AM – 1:00 PM | Minneapolis, MN

Imagine a wall in your home. It's nice, right? But what if you could elevate that wall from plain plaster to a work of art? Dream of how your hallway could look with an earthy floral pattern, or that accent wall in your office with a funky tiger print! The possibilities are endless!

In this class, professional wallpaper hanger Rachel Hiltsley will teach you all of the dos and don'ts of installing wallpaper in your home. You'll get hands-on experience preparing and applying wallpaper at a beautiful old home located in Minneapolis.

This class is brought to you by the Rethos Education program and Minneapolis Community Education.



Photo: Josh Hauf

## 17 NOV <sup>R</sup> RACISM IN REAL ESTATE

1:00 PM – 3:00 PM | Zoom Webinar

Racism in Real Estate explores structural racism and the racial wealth gap as it applies to housing. We'll consider the role of the real estate industry in the history of racial housing discrimination and the consequences of this history on housing equity today.

Recognizing that we cannot fix the issues and inequities of the present without understanding the past, this course intends to expose the racist policies and practices that shaped our cities. This class was created with materials from the Mapping Prejudice project and other research by instructor Denise Pike.

This class is co-sponsored by Minneapolis Area REALTORS (MAR). MAR members receive a \$10 discount to the class by using the coupon code WhoWeR-MAR. Attendees will receive a link to join the Zoom webinar once the class gets closer.

Mapping Prejudice is a team of geographers, historians, digital humanists, and activists working to illustrate the history of racial discrimination in Hennepin County. They are mapping racially restrictive covenants to show that large swaths of our residential communities were protected for white households, contributing to our current racial wealth gap.

Brought to you by Rethos: Places Reimagined, this course has been approved by the Minnesota Commissioner of Commerce for 2 hours of real estate continuing education. This class also now counts for Fair Housing credit. It is open to all.

**19**  
**NOV**

## GINGERBREAD ARCHITECTURE: THE SWEET ELEMENTS OF DESIGN

11:00 AM – 12:00 PM | Charles A. Weyerhaeuser Memorial Museum,  
2151 Lindbergh Dr S, Little Falls, MN

Love gingerbread? A fan of architecture and construction? Dream of building your own home or designing a structure? Then this class is for you!

Learn the basics of building construction and architectural design at this all-ages, family-friendly, kid-oriented workshop. Our instructor will show you the inner workings of construction and design and teach about basic building elements during this hands-on class.

Engage your inner architect or builder while creating your own structural masterpiece using icing and gingerbread. It's sure to be a sweet treat!

Perfect for individuals or small groups. Class size is limited so register today.

This class is organized by the Morrison County Historical Society, its Central MN Education Coordinator.

**28**  
**NOV**

## BOARD OF DIRECTORS ANNUAL MEETING

5:00 PM – 6:30 PM | Rethos New Offices, Fifth Floor South,  
75 W 5th St, St Paul, MN

The last 18 months have brought a lot of changes for Rethos. As we look to where we are going in 2023, we are inviting you to join us for the Rethos Board of Directors Annual Meeting. You will hear about Rethos work in 2022 and get a look at what we are planning for 2023. From programs to budgeting to staffing, you will get a comprehensive look at our organization. Plus, we will be meeting in Rethos new offices on Fifth Floor South of Landmark Center.

Join Rethos Board and Staff for a social half-hour from 5:00-5:30pm and then our Annual Meeting from 5:30-6:30. We look forward to including you in our organization and hosting you in our new digs!

This event is free, but we ask that you register to ensure sufficient seating and refreshments.

**3**  
**DEC**

## GINGERBREAD ARCHITECTURE: THE SWEET ELEMENTS OF DESIGN

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# Racism in Real Estate

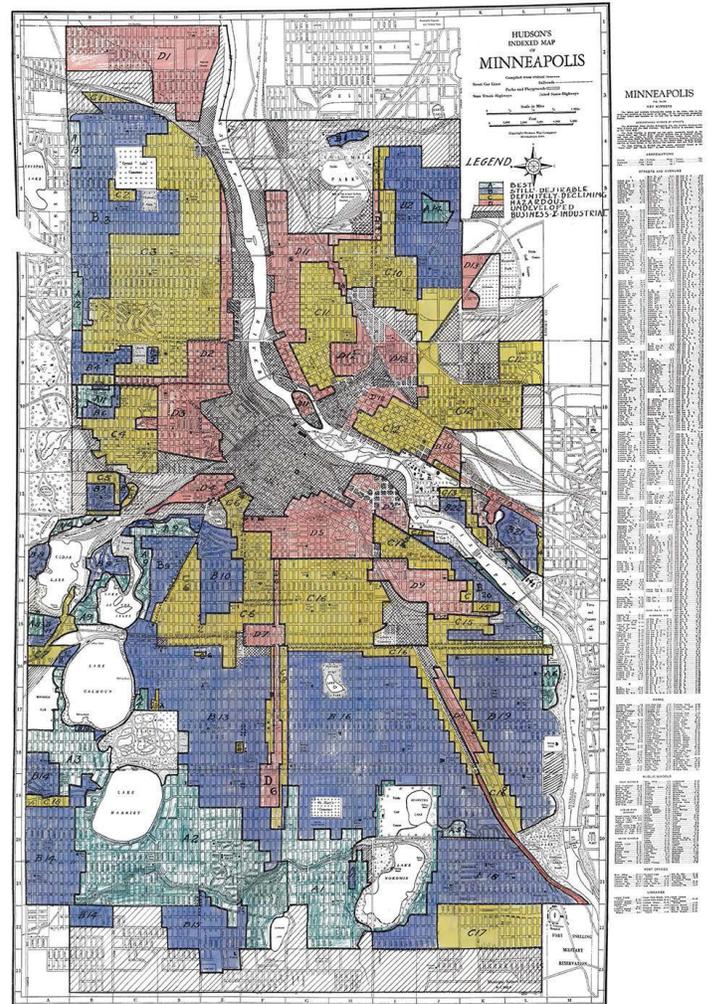
Racism is nothing new to the twin cities and it has a long, horrible history that prevails even today. One of these systemic issues is the housing crisis and racism in real estate practices. While some of these systemic issues are being carried on unknowingly, others are still being practiced purposefully. Rethos has worked with Instructors Denise Pike and Jackie Berry to create a course that discuss the racist practices historically and currently effecting Black people and communities in real estate. Denise and Jackie teach the course both for the public and for realtors to earn continuing education credit.

Recently the Minnesota Association of Realtors (MAR) has been featured in the news due to their press release on how Minnesota has one of the largest homeowner gaps in the nation. They go on to say that the gap is larger than it was in the 1950s and the racist practices of realtors due to their internal bias, are to blame. Going forward, these are the approved steps by the board of directors:

1. Update MAR's classes on the state's purchase agreement forms to connect the removal of language regarding down payment sources to the issue of racial discrimination.
2. Educate all incoming realtors about racism in real estate and the association's responsibility to reduce the racial gap in homeownership and collaborate with the Minnesota Realtors Association on education in this area.
3. Expand MAR's funding of Pathway to Achievement scholarship candidates to increase the participation of those from racial minority groups in the realtor profession.
4. Recommend that the National Association of Realtors adopt a public policy supporting development of a Federal Down Payment Assistance program for first-time and first-generation homebuyers.

Rethos instructor and twin cities real estate agent, Jackie Berry, was featured in this press release. She presents how these racist practices have affected both her as an agent and her clients when trying to buy a home. People of color and specifically Black people, have more to worry about than if they will find the perfect home. They must worry if the neighborhood will welcome them, if the prior homeowners sell them the house if they will be given a fair price and mortgage rate, and most importantly, if their family and children will be safe.

Rethos hopes that when people take the course Racism in Real Estate, they will not only learn the horrors Black people have and continue to face, but they will learn how to break the systemic cycle of hurt our community actively and passively participates in.



# Minnesota Main Streets Grants



## Faribault Downtown Micro Grant Program Recipients

Faribault MainStreet, in partnership with the Faribault Economic Development Authority, announced the recipients of the Downtown Micro Grant program funding. The Downtown Micro Grant program is an opportunity open to new business ideas, or for significant enhancement of a current business for the historic district in downtown Faribault. The Economic Development Authority earmarked \$25,000 to be dedicated to the Downtown Micro Grant program and facilitated by Faribault Main Street. The Downtown Micro Grant Program consisted of several rounds, with the recipients receiving awards valued between \$500 to \$5000.

Fourteen business concepts applied, submitted a complete business plan and were given access to business development coaching through SBDC and SCORE, and eight applicants will receive funding. Businesses receiving Micro Grant funds are: Central Ave Nutrition, SI Hobby, Sunset Salon, Humfeld Chiropractic, Actualize Fabrication, Stroh and Co, Crack of Dawn Bakehouse, and Basileo's Pizza 2.0.

Faribault Main Street Coordinator, Kelly Nygaard, said "These Micro Grant funds have the ability to be a catalyst for growth, innovation, and success in downtown Faribault. All of the applicants were very passionate about not only their business model, but also the community as a whole, and through this process, Faribault Main Street is excited to see them bring their plans to fruition and help build the vitality of historic downtown Faribault."

## City of Wabasha receives \$50,000 Blandin Foundation Leadership Boost Grant

The City of Wabasha will use a \$50,000 Blandin Foundation Leadership Boost Grant to help local leaders and emerging leaders to return to much of the organizing that was disrupted by the global COVID-19 pandemic. Leadership Boost Grants were launched to encourage Minnesotans living in rural and Tribal communities to be visionary and creative as they move their communities forward after two years of snowballing challenges.

Wabasha's "Happier and Healthier in Community" project will support a return to collaboration among community members on projects which lead to successful strategy and planning for the community's future. "Rather than funding a one-time project, we seek to build enduring community capacity that will perpetuate collaboration for future work," says Mayor Emily Durand.

More than 300 Letters of Interest were submitted for funding, far more than anticipated. The City of Wabasha was invited to submit a full application for a Community Planning grant.

The City intends to foster projects that support capacity building with this award. "With a locally-led committee reviewing project possibilities, we will also plan to assist applicants to engage other local funding partners such as the Wabasha Kellogg Area Community Foundation, Wabasha County Statewide Health Improvement Partnership, and Wabasha Main Street when appropriate to seed and expand projects that arise from this program," said Durand, "Collaboration will be key at every step."

Mankato



We know, it is hard to keep up with all the great work our Main Street communities are doing! But did you know that they all have Facebook pages where they regularly put highlights from their downtowns? Check out these quick updates below or dig more in depth by following them on Facebook!

**Albert Lea:** On October 8th, ten businesses participated in their **Shop Sip Stroll** event. Tote bags filled with goodies were available for purchase.

**Faribault:** The **Fall Festival Chili Cook Off** was a success, with Nancy Greer winning for the second consecutive year.

**Lincoln Park (Duluth):** The **Hobgoblins in Lincoln Park** event is becoming a yearly tradition. This year's Hobgoblins in Lincoln Park was filled with dedicated events, window decorations, and contests.



**Mankato:** The Mankato City Center Partnership brought back the popular and successful **Bonus Gift Card Program**. The program provided an incentive for the community to support the businesses that make our community special. Additionally, all City Center businesses, from retail to hospitality to professional services and more, were invited to join the third annual **Let it Glow, Kato!** Window Display Contest. A vibrant, decorated city center creates an inviting and enjoyable atmosphere for all who live, work, play, and shop here.

**Northfield:** Hosted the **Minnesota Chainsaw Art Experience**. Onlookers watched the artists' work while sampling local food and drinks.

**Olivia:** On September 9th Olivia Main Street program sponsored two magnificent events, the annual **Rib Cook-Off** at the Olivia Legion, and the **Parking Lot Party** at Waylon's Bowling Alley.

**Owatonna:** After 2 and a half years of construction the **streetscape project** has been completed. A ribbon cutting event with live music and food celebrated the new streetscape.

**Red Wing:** Congratulations to Red Wing Main Street for receiving a **Blandin Grant** to write a racial equity plan to tell the Indigenous pre-downtown history.

**Shakopee:** Following the massive success of **Trunk or Treat** downtown Shakopee went right into winter holiday season. The highlight of the season was the annual **Holiday Fest**.

**Wabasha:** Residents and visitors came to downtown Wabasha to shop locally at their **Small Business Saturday** event on November 26th.

**Willmar:** Had their **holiday parade** the day after Thanksgiving.

**Winona:** September 13th was **Dine Out Downtown**, Peter's Biergarten participated and 50% of the proceeds went towards the Advocacy Center of Winona.



*Minnesota Chainsaw Art Experience*



*Ribbon cutting makes the Cedar Avenue Streetscape official.*



# Spurring Success

## Historic 313 Building Sold to Tenants

8 years ago, Rethos (then PAM) purchased the Historic 313 building in downtown Willmar. Originally a partnership with Willmar Downtown Development (WDD), the project aimed to get Rethos to invest in historic buildings in Main Street communities. Rethos is excited to announce that the building was sold to Spurs Restaurant in August of this year. We were excited to sell to one of our tenants, who can continue to grow their business and support the main street community in Willmar.

The building, originally built in 1930, was most recently used as part of the neighboring Barn Theater. Known as “the Barn Shed”, the building was ripe for a rehabilitation project to bring more businesses to downtown Willmar. Originally the plan was to have Rethos invest in the rehabilitation while WDD would provide day-to-day management of a community food hub. That plan morphed over time into a brewery and restaurant space. The Foxhole Brewhouse and Spurs Restaurant signed on as tenants as the building was rehabilitated to support these businesses. Rethos took over as the building’s sole owner in 2018.



*Spurs bar*

Although our original plan was not to own the building ourselves, we saw opportunity with our tenants to take over as owners. Spurs is actively involved in the Main Street community in Willmar and has dreams to transform and expand their business. Spurs has continued to grow over the past 4 years, and with ownership of the building, they plan to host larger events and convert the back into a speakeasy bar with construction starting this fall. One of the owners, Aydee Lopez said, “We are so thankful to own Historic 313, [Willmar] has so much to offer with awesome businesses, a great school system, kind people, beautiful lakes, and bike trails...We will continue to work for the community to make it better.”

Spurs’ owners are a trio of active community members in Willmar. Aydee and Stephanie, mother and daughter, teamed up with Willie Gonzalez to grow the restaurant. Working with the Latino Economic Development Center (LEDC) in St. Paul to secure financing to purchase the building and construct their plans



*Rehabbing the bar*



for expansion. LEDC's mission is to transform communities by creating economic opportunities for Latinos. John Ramirez, LEDC's Employment and Training Director, said that "In 2013, LEDC launched a loan program, addressing the need of Latino business owners who are unable to access traditional sources of capital. LEDC is now the only Latino-focused CDFI certified lender in Minnesota and serves small and medium sized businesses located across the state. We pride ourselves on servicing not only the Twin Cities' businesses but the growing business community in Greater Minnesota with businesses like Spurs."

While this project had its ups and downs over the past 8 years, Rethos is proud of the result of our part in the almost century-long story of this building. We are excited to see how the next chapter in the building's history unfolds as Spurs expands. Supporting small businesses in Main Street communities is at the core of our mission, as it's these owners that make their historic districts lively, vibrant, and unique. Cheers to Spurs!



Spurs dining room

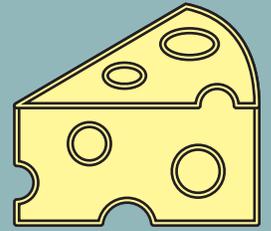


Spurs owners Willie Gonzalez, Aydee and Stephanie Lopez

We are so thankful to own Historic 313, [Willmar] has so much to offer with awesome businesses, a great school system, kind people, beautiful lakes, and bike trails...We will continue to work for the community to make it better.

— Aydee Lopez, Spurs Restaurant owner

# Curd this Project Be Any Cooler? Seven Acre Dairy Company rehabs 100-year old Cheese Factory



When you think of Wisconsin what kind of industry first comes to mind? That's right, dairy! Rethos is excited to work with the preservation of part of Wisconsin's dairy heritage at the Seven Acre Dairy Company. The Seven Acre Dairy Company gave new life to the original Paoli Cheese Factory, which operated in Paoli, WI from 1888 to 1980. Using federal and state historic tax credits, the project hosts a restaurant, a dairy café, and an 8-room boutique hotel. All of this located on the banks of the Sugar River, with grounds offering walking trails.



The building itself, built in 1920 with additions over time, is a 21,000 square foot former cheese factory that was important for the surrounding communities. As the

project gained traction, memories from area families came pouring in. Memories of biking with a giant block of butter down country roads and sending children to get cream for pumpkin pie toppings. These memories are part of what makes this project so special. The project honors these memories through small-batch butter and soft-serve ice cream production from cows near Paoli.

Nic Mink, who saw the potential in this building, spearheaded the development of this project. He says, "the restoration process, from its beginning, was community-driven as we were planning the business that would eventually make its home in the building, we wanted to make sure that



the business was informed by the community of the dairy farmers and creamery workers in the area that ultimately gave the buildings its importance. It was also community-driven in that we sought to build business that was open and inclusive and could bring different generations to the factory."



"The historic Paoli creamery is such a remarkable building with an equally remarkable history. It's emblematic of nearly a century of change in Wisconsin's dairy industry, and, at its manufacturing peak in the mid-twentieth century, was one of the largest most modern dairy factories in the state. It was such an honor to restore not only the building but also many of the stories tied to the building that were also increasingly being lost and forgotten."

- Nic Mink



Rethos holds a Historic Rehab Loan on the project. This loan is the monetization method for Wisconsin's state historic tax credits, which the project will receive (in addition to federal credits). Through a donation of the credits to Rethos, Rethos can sell to an investor and loan the money back to the project with favorable rates. This helps mitigate the up-front tax implications of selling the credits outright to an investor and helps Rethos enact its mission to preserve historic buildings and promote community vitality.

We are excited to visit Seven Acre Dairy Company when the project finishes up in the next few months. Be sure to check out their website at [sevenacredairyco.com](http://sevenacredairyco.com).

“The restoration process, from its beginning, was community-driven: as we were planning the business that would eventually make its home in the building—Seven Acre Dairy Company—we wanted to make sure that that business was informed by the community of dairy farmers and creamery workers in the area that ultimately gave the building its importance. It was also community-driven in that we sought to build business that was open and inclusive and could be different generations to the factory.”

- Nic Mink



Photos courtesy Seven Acre Dairy Company

# Rethos' Legislative Candidate Survey

*Responses to Rethos' Legislative Candidate Survey are in and they continue to show strong bipartisan support for historic preservation activities.*

Seven candidates for Minnesota Senate and 13 for the state House of Representatives responded, including 13 DFL members, six Republicans, and one Independent. Candidates responded from 19 Legislative districts from all over the state, from Clay County in the northwest to Houston County in the southeast and ranging from population centers like Hennepin and Anoka Counties to rural Faribault County.



## Survey Sample Questions

- » Do you think the Minnesota Historic Structure Rehabilitation Tax Credit (MN HTC) should be reinstated during the 2023 Legislative session? Why or why not?
- » What do you believe is the role of state government in promoting, supporting, and incentivizing private rehabilitation and reuse of old and historic buildings?
- » Do you believe state funding should be allocated to programs that support small businesses and local economic development programs? If so, how much funding is appropriate for this purpose?
- » Do you agree with the statement "the greenest building is the one that's already built"? Why or why not?
- » Please share with us one place (a business, building, park, landmark, school, place of worship, etc.) that you think is important to a large number of people in your district.

"\$16 back for every \$1 spent in Greater Minnesota is a good investment for the state."

- John Hest, District 04-B, DFL

Despite this breadth of diversity in respondents, candidates agreed on general topics, especially on the importance of the Minnesota Historic Structure Rehabilitation Tax Credit (MN HTC). The MN HTC was due to sunset on June 30, 2022, and the sitting Legislature effectively allowed it to expire. Most survey respondents feel that the MN HTC should be reinstated based on its broad economic impact, as well as the spaces for affordable housing, childcare, and commercial businesses that historic rehab projects can

"It was very disappointing that the legislature adjourned without passing an extension of this tax credit. The HTC generates significant revenue and economic activity including job creation."

- Nancy Jost, District 09-A, DFL

“Tax credits are the relief that property managers and redevelopers need to enable them to do the quality work that’s necessary to preserve our history and healthy homes.”

- Scott Hesselgrave, District 67-A, Republican

provide. Survey respondents noted that historic buildings offer a sense of identity and shared history in communities across Minnesota.

Candidates also agree on the kinds of existing places they identify as highly valued within their own districts and communities. They listed municipal buildings and downtown areas, churches, state parks, a covered bridge, and even the Dairy Queen where the Dilly Bar was introduced.

Some unique viewpoints were revealed regarding specific ideas to further preservation activity, like various government agencies, nonprofits, and private entities coordinating to achieve goals. One candidate mentioned that the changing climate will bring unexpected challenges and the wisdom in preparing for that to impact existing buildings.

“The climate is only going to bring more challenges. We need to make sure all of our buildings are prepared for whatever might come our way.”

- Eric M. Leitzen, District 26, Independent

Join us at  
**Rethos' Board of Directors  
 Annual Meeting**  
 November 28, 5pm  
 Free  
 Register at [rethos.org/events](https://rethos.org/events)



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