

RETHOS™

PLACES REIMAGINED

Issue 2, 2021



RETHOS[®]

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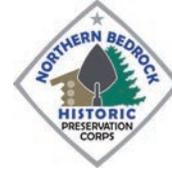
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Preservation Alliance of Minnesota d.b.a. Rethos is a private, nonprofit, 501(c)3 organization dedicated to preserving, protecting, and promoting Minnesota's historic resources.

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GRANT and FOUNDATION SUPPORT



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CARL AND VERNA SCHMIDT FOUNDATION
Rochester, Minnesota

COVER IMAGE | Downtown Faribault's "Love for All" Mural

Thank you to our generous sponsors!



ON THE COVER, ARTISTS ON MAIN STREET:

Jordyn Brennan on a lift painting "Love for All" in downtown Faribault. The artist incorporated elements to make this piece inclusive, eye catching, and colorful, including sign language, braille, and diversity. Even the flowers have local significance. The yellow flowers are mums, reflecting Mums from Minnesota, started 70 years ago. The tiny, violet flowers are Dwarf Trout Lilies, an endangered plant found in only three counties in Minnesota. At one time, Faribault was regarded as the "peony capital of the world," and that is represented by the light pink and orange peonies.



DONOR SPOTLIGHT July 2021

Rethos Thanks Dominion and Sherman Associates for their Generous Support

Rethos and our partners in the RevitalizeMN coalition are deeply grateful to our friends at Dominion and Sherman Associates for their outstanding generosity in support of ongoing advocacy and public policy work. The focus this past year has been on fully funding and extending Minnesota's Historic Tax Credit, an important tool to save our state's historic structures, revitalize local economies, create jobs, and provide community benefits including affordable housing.



Headquartered in Plymouth, Minnesota, Dominion is one of the nation's largest and most innovative affordable housing development and management companies. Managing Partner Paul Sween and his team understand that extending the Historic Tax Credit makes economic sense for Minnesota, generating an estimated \$9.50 for each \$1.00 invested by the public.



Sherman Associates, based in Minneapolis, Minnesota, has been committed to building communities and enriching neighborhoods for more than forty years. Company President Chris Sherman serves as a member of the board of directors for Rethos and is passionate about our work. He has joined leading elected representatives in both houses in calling for the bipartisan extension of the Historic Tax Credit.

Rethos is deeply grateful to our friends at Dominion and at Sherman Associates for their generosity and willingness to support our public policy efforts.

Learn more at <https://www.rethos.org/revitalizemn>

RECURRING GIVING: Keystone Sustaining Donors

As a non-profit organization, Rethos relies on contributions from our supporters to continue empowering community-led historic preservation across the state. All these contributions, both large and small, have tremendous value in keeping our mission strong and forward moving.

At Rethos, we are particularly proud of our large base of grassroots monthly supporters – our Keystone Sustaining Members. A Keystone Sustaining Member gives an unrestricted gift monthly on an ongoing basis. Once you become a member, we will charge your credit or debit card or withdrawal from your checking account for the amount you specify each month.

Keystone Sustaining Members, contributing anywhere from \$5 to \$100 monthly, form the bulk of all gifts Rethos receives and are crucial to providing an ongoing base of community support that Rethos can rely on to advance the mission we all care about.

Visit www.rethos.org to become a Keystone Sustaining Member today!



The First Word

Executive Director
Heidi Swank

Welcome to another lovely summer across the Midwest. As we gear up for our much-deserved vacations, weekends away, and the general feeling of greater leisure that comes with the warmer weather, we appreciate you taking the time to put down your iced tea and read about the work that Rethos has been doing over the past few months.

Since our last issue, we have had a few shifts in our staff and our board of directors. Our ever-wonderful Rural Programs Manager, **Sarina Otaibi**, has left our staff and has joined our board of directors. We are excited to be able to retain her expertise through our board, while she takes time out to spend with her lovely new daughter. With Sarina's transition, we knew immediately that **Emily Kurash Casey**, who has been our Rural Programs Coordinator, was ready and able to fill Sarina's shoes and take on the role of Rural Programs Manager. Emily has been a fabulous replacement for Sarina, is well-known by all the Main Street communities, and has the energy and vision to grow and innovate.

We are also excited to announce that our current Policy Director, **Erin Hanafin Berg**, has agreed to split her time between her policy work to serve as our part-time Deputy Director. In this position, Erin will oversee the budget development by each of our divisions, plus she will be putting in place a new program to provide

continuing education opportunities to our entire full-time staff. Erin's depth of experience at Rethos is such an excellent balance to my own newness. I am very much looking forward to working with Erin closely in the years to come.

In order to fill in the time that Erin will be tending to her Deputy Director duties, our **Riley Gage** will also take on a split role. She will be working with Erin as our new Policy Associate and also remaining our Office Manager. We are excited to be able to tap into Riley's energy when it comes to policy and environmental issues that touch our mission.

For those of you who are following along and doing the math, you are correct, that leaves us with an open position. Rethos is hiring for our open Education and Outreach Coordinator position. This is for a full-time position that will work across our Rural Programs and Education divisions to facilitate and expand participation in established programs that have broad geographical reach, including Minnesota Main Streets, Continuing Education for Real Estate agents, and Community Education. By the time this issue goes to print, we should be pretty close to starting our interviews. Keep an eye on our website for our newest staff addition!

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Lastly, I want to be sure to call out a few members of our board of directors. First, a huge Rethos thank you to **Aaron Martin**, whose nine years of service on our board has been a huge boon to us as we grew significantly. He served as our Board Treasurer and was an invaluable resource to Shelley and our whole finance team.

We also want to thank **Steve Knight**, our current Past President. Under his tenure as Board President, Rethos made it through the Covid pandemic and saw a successful recruiting effort for our new Executive Director. As Past President, Steve continues to be active on the board, and ensuring for an easy transition to our new Board President. As many of you know, **Ryan Sailer** moved into our Board President position in January 2021. It is no easy feat to newly come into a Board leadership role with a brand new Executive Director, too! Thank you to Ryan for all of his support and advice as I got settled in my new position with Rethos.

As a new executive director, I am so lucky to have such an amazing staff and board of directors. I am glad that we were able to keep Sarina's expertise in house through her board position, that Emily, Erin, and Riley are such natural fits for their new work, and that we will be bringing a new staffer on to further bridge the work that our Education and Rural Programs divisions are already doing.

In the coming year, we will be making some changes to the Board structure that will allow for members of the public to serve on committee and get more involved with us. We are hoping to have this effort launched by late spring of 2022. You will see notice of these opportunities through email and our social media, for sure!

In this issue, you will get a look at much of the work that all our staff and board have been doing. With the end of the 2021 legislative session, the extension of the Minnesota State Historic Tax Credit, the re-start of in-person classes, and the re-opening of the businesses in the Minnesota Main Street program, there is a lot to celebrate. Page through Places Reimagined and step into the histories, places, and people that shaped and continue to shape our shared stories and communities.



When we locked up our offices in March of 2020, who would have known that it would be over a year until we were back? And I think that none of us could have foreseen the events that over this past year have changed our world. As we emerge from this pandemic, the staff at Rethos is hopeful that we will retain many of the lessons we learned over these many months.

We are in many ways excited to be able to return to our work in a more collective manner. While videoconferencing was such a boon to our work, it is not the way that we see our organization functioning all the time. Clearly, video conferences brought us some immense benefits that should be held onto. We can now much more easily reach out across large geographic areas to bring classes, workshops, and talks. We look forward to melding our virtual and in-person work to continue to reach people where they are.

In the coming weeks, the Rethos Twin Cities office will be coming back to life with staff and visitors. So much of the work we do is collaborative and, well, we just like to hang out with each other as well as with community members.

So, in the coming weeks, if you are in the Landmark Center or simply in downtown St. Paul, please do feel free to stop in and say hi! We would love to see your face and chat with you about our historic communities, sites, and structures.

Our offices are on the fourth floor of the Landmark Center. Just take a left when you exit the elevators!

Lincoln Park - Duluth Wins Main Street Forward Award

Main Street Lincoln Park in Duluth, Minnesota, is one of six winners of the Main Street Forward Awards, which recognize communities that have shown exemplary recovery and resilience efforts amid the multiple crises of 2020. Selected by a national jury of economic development experts, Main Street Lincoln Park (MS LNPK) is being honored for its work to ensure the Lincoln Park community had access to food, funding, and other essential resources over the past year.

Look for our article about Lincoln Park later in this magazine to learn more about this Main Street Community!



Halfway Ranger Station – Reglazed, repaired and refurbished!



A productive day was had at Halfway Ranger Station, located outside Ely Minnesota, learning to rehabilitate the site's old windows with Northern Bedrock Historic Preservation Corps. Not just productive, but fun! Thank you, Laura Leppink, for your expert instruction and to all who came out to the cabin. We are looking forward to more events in this neck of the woods!

Photos by Brian Fisher.



CLASSES

All class registrations can be made at rethos.org/classes.

20 JUL ^R DIY PLUMBING: TOILET REPAIR

5:30 PM – 7:00 PM | Minneapolis, MN

Need some toilet tips? Join Rethos and the Minnesota Tool Library for a crash course in toilet repair. Learn how to diagnose common toilet issues and determine the best course of action. Longtime plumber & teacher Manny Manzano will demonstrate basic repairs. You'll leave class with the confidence to tackle any flushing frustration that comes your way. Bring your questions, we'll provide the rest!

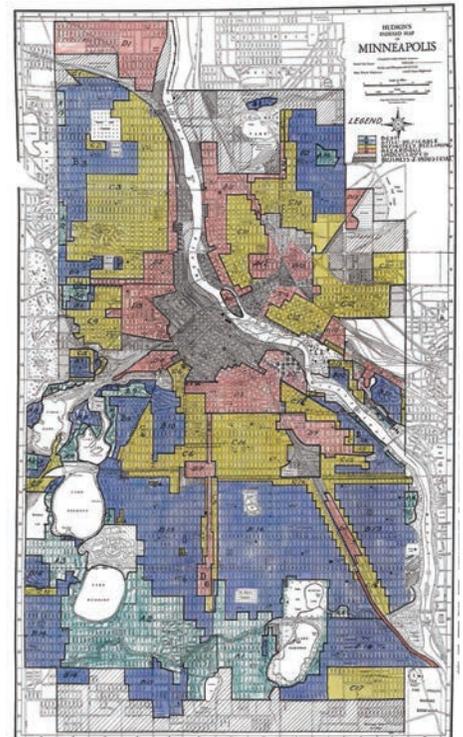
12 AUG ^R RACISM IN REAL ESTATE

2 CE CREDITS

1:00PM – 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 course is approved for 2 hours of CE credit for real estate agents, and it is open to all.



14
SEPT

BRINGING DOWN THE HOUSE: UNDERSTANDING DECONSTRUCTION & SALVAGE - 1 CE CREDIT

12:00 PM – 1:00 PM | Zoom Webinar

This 1-hour class digs into construction and demolition (C&D) waste and discusses alternatives to standard demolition like deconstruction and building material salvage. The purpose of this session is to introduce real-life solutions to reduce C&D waste and offer resources for connecting with local salvage organizations.

This course is approved for 1 hour of CE credit for real estate agents, and it is open to all. Homeowners planning a renovation project, contractors, and anyone interested in creating a more sustainable future are welcome to attend. Non-agents can attend at no cost, thanks to the generosity of our instructors, who have donated their time to create and host this class.



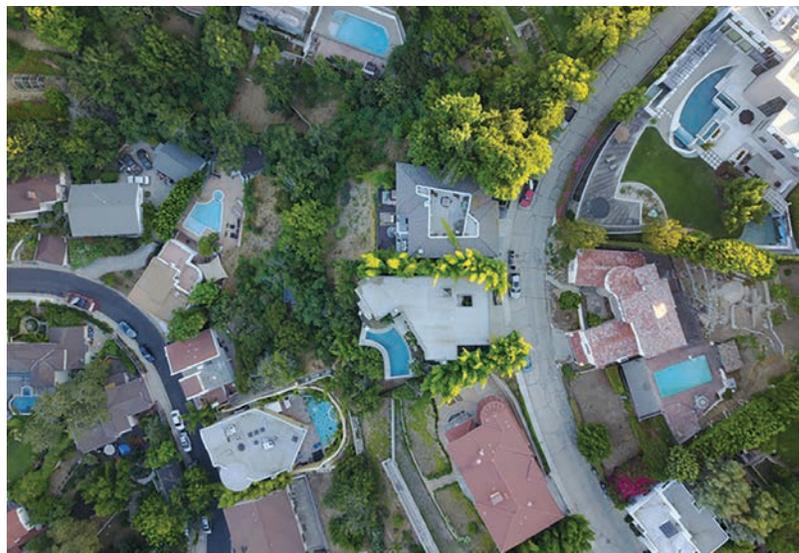
28
SEPT

SUBURBS OF THE TWIN CITIES - 2 CE CREDITS

9:00 AM – 11:00 AM | Zoom Webinar

This brand new class uncovers the history of some of the most interesting neighborhoods in the Twin Cities: the garden suburbs of the late 19th century. Attendees will learn about national models for this type of community development, and they will see the specific design principles used in the creation of garden suburbs. Twin Cities examples will be studied, and the class will conclude with a case study of a well-known example, the St. Anthony Park neighborhood in St. Paul.

This course has been approved by the Minnesota Commissioner of Commerce for 2 hours of real estate continuing education. It is open to all.



Interview with Mae Bowley, Executive Director of Re:Purpose Savannah



Rethos' Education Program Manager, Natalie Heneghan, had the pleasure of chatting (virtually) with Mae Bowley, Executive Director of Re:Purpose Savannah. Within the overlapping worlds of deconstruction & preservation, Mae is a creative force. Her organization's fusion of heritage, sustainability, and women-led trades education is, frankly, awesome. As Rethos begins to create more programs that teach about deconstruction and material salvage, we draw inspiration from people like Mae and organizations like Re:Purpose Savannah. Read our interview to learn about their work and recent projects.

Our interview has been condensed and edited from its original version.



Natalie:

Hi Mae! Let's kick it off. Can you describe the mission and the work of Re:Purpose Savannah?

Mae:

I think of our mission like a three-leaf clover. One piece is focused on sustainability in the construction and demolition industry, working to convert the industry into more sustainable practices. The second is elevating women in the industry. We have our apprenticeship training program for women in construction and demolition and our whole company is staffed by women. The third piece is preserving the inherent value in histories and materials.

What we do is we get contracts to deconstruct historic buildings in Savannah, Georgia, and surrounding areas. We send our crew of unskilled ladies into these



buildings and we teach them how to do this work. We harvest everything, we bring it back here to our lumber yard. We process it and we retail it to the customer. We also research and document every house we take apart. A lot of work goes into that. And every piece of what we sell has the history attached to it. We track the provenance. We make sure you know exactly what house your piece came out of.



Even in your sales receipt, there's a link to our online archive. It's amazing what a difference that makes. People come just because they're attracted to the story and they need a piece of it, or they choose the product they want based on which house it's attached to. Provenance adds value to this material in addition to the inherent value in terms of carbon sequestration.

We talk a lot about the stacking of meaning. There's a natural history aspect. Then there's this craft history – the artisans who cut this down by hand and turned it into beams with a steam mill and notched it with a hand axe and lifted it with ropes and pulleys into place in the building. Then you have the lived history of the building. It just compounds and compounds in a way that you can't manufacture.

Natalie:

Can you say a bit more about how you embed these values of human history and craft history into the scientific process of deconstruction? It's not just taking a building apart. It is so much more than that.

Mae:

Oh, it's so much more than that and I do think that you're right, this is one of the things that distinguishes our practice. The research and documentation that we do is very unusual. I want this to be standard practice, especially if we're dealing with historic buildings. Not every building is a historic building, but we still do the research. Even if the building itself isn't that old – How did it get there? Why was it built there?

I would like to see policy driving requirements for research and documentation for the removal of historic buildings. In the preservation community, even with all the recommendations, they don't acknowledge that loss happens. And if we can't acknowledge it, how can we do better? We have to accept the fact that not every historic building remains standing as much as we would love them to. Research and documentation is preservation. Even if the building is lost, even if the building is traditionally demoed, you should still at least have to do this right.

Continued on next page



We send our crew of unskilled ladies into these buildings and we teach them how to do this work. We harvest everything, we bring it back here to our lumber yard.

We also tend towards the maximum diversion end of the spectrum. We don't landfill anything. We have a lovely local partner here who recycles [construction and demolition] waste. All the stuff that we can't harvest goes to their processing [plant].

Then I think the third major difference is the focus on women in the industry.

Less than 10% of the construction and demolition workforce is female. And the vast majority of those jobs are in the office. So when it comes to field work, it's only one in 100. That's due to many factors. Gender bias is the biggest one. Lack of adequate training is another major one. We discovered that we were going to do this completely by accident. It was just me being visible in our marketing. We noticed a bunch of ladies who didn't have any experience coming out of the woodwork and just asking, can I learn? Can I do this? They're so enthusiastic and eager to learn. A lot of ladies will say, I never thought I could ever do this. I never thought they never used power tools. They're terribly intimidated.



We realized that there is a real need to create spaces where women feel empowered to do this work. When we were co-ed back in the day, over and over, I would watch these guys - who'd never done any construction themselves - just take tools out of the hands of my women trainees because they weren't doing it right. I'm thinking, how are they ever going to learn if you come in and take tools out of their hands?



Natalie:

Can I get a story from you? Can you tell me about a particularly special place that you researched and deconstructed?

Mae:

I want to talk about Mama Lizzie's house. It is the one that has been closest to my heart. It was a post-war, 1945, maybe 46, very humble house. It had a brick veneer put on in the seventies, you know,

very basic house. But what's amazing about this property is the history of it. We were hired by Mary Simmons, the daughter of Mama Lizzie. Mary grew up in this house.

First, I've got to back up a little bit and talk about the context of this house. It's in this neighborhood called Coffee Bluff, which if you were just visiting Savannah and driving through, you would say it is a nice, wealthy, waterfront community. It has a lot of little mini mansions that are not architecturally fabulous, but whatever. Then there's a great

deal of very old, very humble, cottage style, shotgun structures that are just tucked away in the woods. If you Google "Coffee Bluff history," you get page after page of real estate ads - that is all you'll find.

...the history of these folk has just been wildly underrepresented.



The history of Coffee Bluff is fascinating, most notably because it was settled at the end of Civil War. There was a freed town established there by emancipated, formerly enslaved peoples from the local plantations. This is part of the land that was promised with 40 acres and a mule, right? This is the land that was seized from white enslavers and promised to freed folk. Then of course, eight months later, the order was rescinded, and the property reverted to white ownership. So the folks who were displaced from that formed a community in Coffee Bluff. It was a small fishing village. Access to the water is really important in this community because they made their livelihoods on oysters, crab, crawfish, shrimp - everything you would imagine.

And the history of these folk has just been wildly underrepresented. The only reason I know all of this is because we have put an enormous amount of effort into research. And because there is a local institution called the Crusader Club that is run by the descendants of these freed folk who still live in the neighborhood. The landholdings have dramatically decreased among the Black population in that area as it's rapidly gentrified, but they're still there. There is still a community there and they're proud and they're awesome.



So, Mary hired us because a giant oak tree had fallen on her mother's house, and it was in disrepair. Mary spent 12 years trying to consolidate ownership of this property from her siblings, most of whom no longer live in the area. She is holding it down. She still lives in Coffee Bluff in

a different house, and she refuses to sell this land. We've found records of her great-great-grandfather purchasing the land in 1868. It's documented, he had 10 acres originally this corner parcel is all she has left that the family still owns, you know? It's so powerful that they've held onto it for seven generations.

Not only has Mary had the battle with her siblings, but she's also been the subject of an enormous amount of discrimination in the neighborhood because it's this junky eyesore in this rich neighborhood. And everybody gives her a hard time. She's been fined by the city interminably. But she couldn't demolish the building unless she owned it. It took her 12 years, and she finally got it. And then she hires us immediately. You know, she loves her mother and it's where she grew up. To just crush it and put it in the landfill would really hurt her.

So Mary was very happy to hire us. We took the building down piece by piece and did all this research. A lot of her personal documents that she had are just, oh, beautiful and heartbreaking. We uncovered a lot more than she even had. That was really rewarding for her. It's engaged her children. She's got grandkids

Continued on page 22



...everybody is so engaged now with the story and the history. It just brought everybody to the table.

Upstairs Downtown: Experiencing Faribault's Second Story Showcase



Have you ever walked through your downtown, looked at the windows above Main Street, and wondered "What's up there?"

Kelly Nygaard, Faribault Main Street Director, knew that people were doing just that and jumped on the opportunity to give a deep focus to developing the upper floors in downtown.

"For Faribault Main Street, the reasons to organize the Upstairs Downtown was multi-faceted," noted Kelly. "Our community is growing, which is wonderful, but as a result, housing stock is in short supply. There is a less than 1% vacancy rate, while we have 2nd and 3rd story downtown space that is currently under-utilized. These downtown spaces could be a key component in addressing our community's needs."

The first Upstairs Downtown event was held in fall 2020, with restrictions due to the Covid-19 pandemic. Despite that, the initial tour went so well that Kelly and her Economic Restructuring volunteers at Faribault Main Street decided a

second round was in order. Geared toward building owners, potential developers, real estate agents, bankers, and others in the industry (plus a few folks just interested in seeing what's what) nearly 45 people attended the second round of Upstairs Downtown in May.

Kelly explained that "People can't imagine what downtown living looks like, so there is a natural curiosity. They are accustomed to seeing large apartment buildings, and single-family homes, but they do not have a frame of reference when it comes to downtown rentals. What this tour allowed us to do, was show some spaces that are in the process of transformation, while also bringing people into beautifully finished, modern, market rate and executive units. As a walking tour, they were also able to experience the convenience of being able to walk to so many shops and restaurants and truly envision what downtown living can

look like and why it's desirable. We are lucky to have a few building owners that have made investments and created spaces that are showstoppers and get people excited and talking."

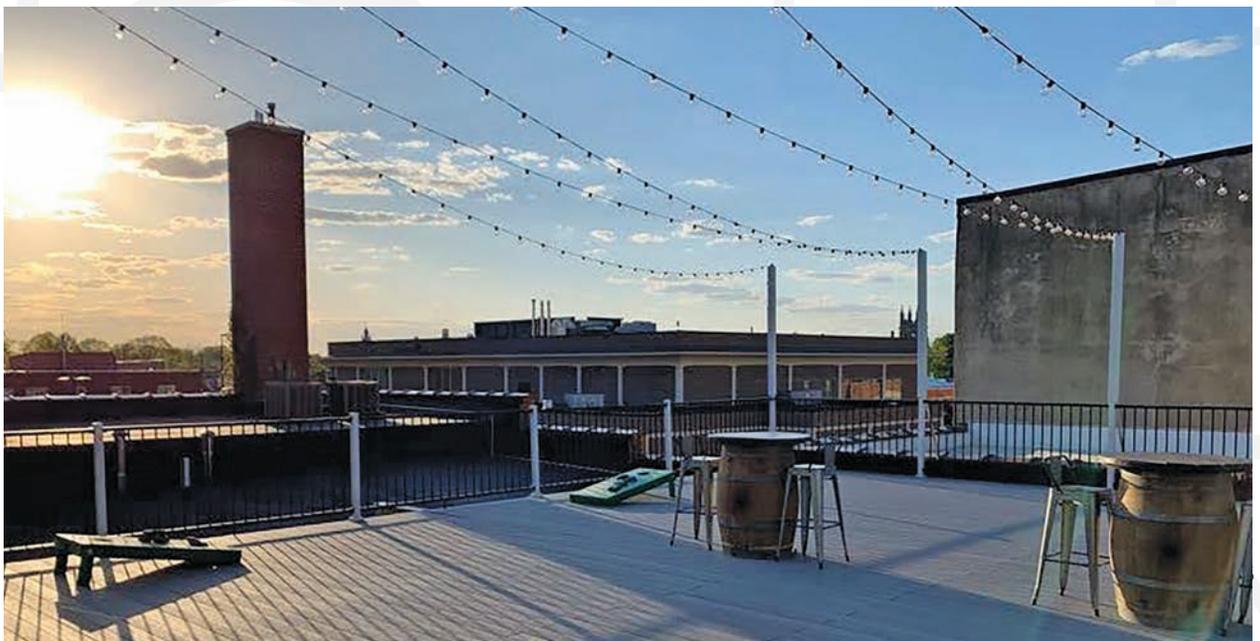


Attendees on the tour got to see spaces that are normally not open to the public. Tours included an upper floor and basement tour of arts spaces in the "Why The Paradise Center for the Arts", as well as a look at current apartments and AirBnB apartment rentals. Also toured was the project currently underway at the old Masonic lodge, including a look at the new fully accessible space the Masons are creating across the street from their old lodge. The tour wrapped up at the newly opened rooftop patio at the 3Ten Event Venue (read more about that on page 16), which folks had likely not had a chance to experience before. Continually throughout the tour people exclaimed that they could not believe what they were seeing, and that they had no idea spaces like this existed in their downtown. Each space owner that described the process of operating a downtown rental shared that they had never had issues finding tenants—proving that there is a deep desire to live in downtown Faribault.



After the tour, each attendee received an in-depth info packet on available spaces downtown. The packet included the cost of vacant buildings, reasons to repair old buildings and prevent vacancies, rates of interest downtown rentals, and the value of creating a sense of 'home' along Main Street. "For the property owners, it makes owning downtown more viable...and additional people living downtown means more foot traffic into area businesses. The goal is that by showcasing the possibilities and potential, we can spark investment into the district, while filling a need within Faribault."

If the Upstairs Downtown tour is any indication, Downtown Faribault's residential options are on the upswing, and it will be so exciting to see the continued redevelopment of their upstairs spaces.



From Collapse to High Class: The 3Ten Event Venue in Faribault



Upon entering the stunning reception space at the 3Ten Event Venue's new Rooftop Loft in Faribault it's hard to believe that just a few years ago the roof of that very same building was currently on the floor. "We bought [the building] for \$27,000 as-is in November 2019. The previous owner had an estimate of \$300K just to repair damage," shared 3Ten owner Ryan Ernster. Ryan, along with his wife Jenny, had already begun to fill downtown Faribault with people in their original space, The 3Ten Event Venue, before they even purchased the Rooftop Loft, which is immediately next door. "We actually had a wedding going on when the roof next door collapsed. The fire department came, we had to pause the celebration, but everyone was ok, and the party continued after making sure the building was secure. I'm sure they got some good photos with all the firetrucks."

Ryan and Jenny purchased the building in November 2017, and with a relatively quick turnaround were hosting weddings by April 2018. "It was hard to convey our early vision to couples when they were walking them through an old store before we made renovations," laughed Ryan. The Ernsters had owned a wedding décor business in the metro area for 15 years before taking on the ownership of an event venue, so had deep knowledge of the wedding and events



industry. They knew they wanted to have an event venue with a lot of history, and downtown Faribault was exactly the place they wanted to be. Ryan himself is a real estate agent and does construction and his father is a licensed contractor, which put them in an excellent position for rehabbing an old space into a venue. "I love old buildings, old photos, history in general," Ryan explained when asked why they went down the path of event venue ownership in a old building. "The feeling and ambiance of an event venue in a historical venue is just better than a banquet room, plus, building new can't get you the vibe of an old place."

The walls of 3Ten are filled with old photos, many of them from the Faribault Historical Society's archives. The Ernsters salvaged what they could, and reused pieces in the space. The old blends seamlessly into the new. One challenge they faced was access to the rooftop and upstairs event area.

Elevators are expensive, and it was an absolute need to have a way to get folks and equipment upstairs. Ryan found a lift option that was much lower cost than a traditional elevator, but could only go a maximum of 14 feet. To make this lift work they added a ramp on the main floor to go up the final few inches. This innovative solution saved them thousands of dollars, and is keeping the space fully accessible.

"It was affordable, Faribault is familiar, and the city was so incredibly helpful. They [the city] were supportive both financially and making it happen in general, like the conditional use permit for us to have the rooftop patio space. It's been the opposite of 'you can't fight city hall.'"

When the Ernsters purchased the 3Ten Rooftop Loft they went to the city and shared their goal for the space. The city came back with support for the project--\$50,000 from their Economic Development Authority, plus \$50,000 from the Housing Redevelopment Authority. However, they had to make the argument that although it wasn't housing, it was important redevelopment for downtown. In turn, a member of the HRA suggested one pro-bono event per quarter for 10 years if the funds were approved, and the Ernsters jumped at the chance. "We're hosting the Heritage Days Governor's Ball this summer, and I really hope the city takes us up on hosting events every quarter," shared Ryan. "It's good to get locals into the space. Right now 90% of our clients come from the Twin Cities, but the more locals we get in, they might have a niece getting married next summer and tell them to check us out. That's what I like about small town helpfulness—you're not just a number here."

The Covid-19 Pandemic hit the 3Ten hard. "After the first closure we never expected it to happen again. And then it did. But things are picking back up now, people are feeling more confident again." It's challenging and more expensive and time consuming, but once the building is up and



running it's been great feedback. It's nice to be in the place we are. Brides near and far comment on downtown all the time

All the townfolks are concerned about parking; have had two instances with double events (one in each space) and there has been zero comments about parking availability from event attendees. Parking just isn't an issue for us. You can't get that in the cities. It's a luxury amenity."

What does Ryan love most about the 3Ten building and running a business in a historic downtown? He says "The pressed tin ceilings. Plus the doors, window, and transoms. They're all original. It's challenging and expensive and time consuming [to run a business in a historic downtown building], but once the building is up and running it's been great feedback. It's nice to be in the place we are."

Congratulations to Ryan and Jenny on their incredible space in downtown Faribault! Learn more about the 3Ten Event space at 3teneventvenue.com.



What's Up DOWNTOWN?

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 on the connected links!



Albert Lea

ALBERT LEA

Holly at Albert Lea Main Street has you covered with all things summer! Check out Albert Lea Main Street's pages for Friday Food on Main Street, and teasers of all the great summer Thursdays on Fountain Events!

www.facebook.com/albertleamainstreetprogram/photos/499184271524029

FARIBAULT

Downtown got a little bit brighter with a new mural by Artist Jordyn Brennan.

www.facebook.com/cityoffaribault/photos/a.1591065831168827/2972639479678115/



Mankato

MANKATO

City Center Partnership is celebrating the 10th anniversary of the City Art Walking Sculpture Tour! 31 new sculptures were installed this spring.

www.facebook.com/CityArtMankato/photos/pcb.2999300953635800/2999300896969139/



Lincoln Park-Duluth

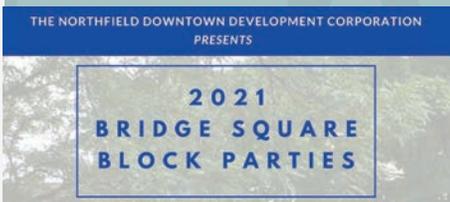
LINCOLN PARK - DULUTH

Welcome aboard, Lincoln Park! We're pleased to officially welcome our newest Designated Main Street District in MN.

NORTHFIELD

Downtown is going to be hopping all summer long in Northfield with their Bridge Square Block Parties!

www.facebook.com/downtownnorthfield/photos/a.120152311343164/6103390516352617/



Northfield

OLIVIA

With summer in full swing, Olivia is featuring Third Thursdays in their downtown with special pop up crafters, vendors, and food!

www.facebook.com/OliviaMainStreetProgram

OWATONNA

Construction is happening in downtown Owatonna! A new hotel, streetscape work, and an apartment will be under construction and you can watch the progress via a live feed link!

www.facebook.com/owatonna/videos/549188876074684

RED WING

After long-awaited repairs, Liberty's Restaurant & Lounge has reopened in downtown. The historic building was rebuilt to its original state after an auto accident last year.

www.facebook.com/DowntownRedWing/photos/pcb.10165106964255567/10165106778870567/

SHAKOPEE

It's back! Shakopee's beloved "Rhythm on the Rails" season is returning with much excitement.

www.facebook.com/DowntownShakopee/photos/a.387462329315/10160146660179316/

WABASHA

I spy with my eagle eye...hidden eagles! Wabasha's downtown is now home to a scavenger hunt for eagle statues!

www.facebook.com/WabashaMainStreet/photos/a.367807840628258/987179905357712/

WILLMAR

Farewell Sarah, and hello Willard Huyck! Main Street Director Sarah Swedburg recently moved to a new position with Kandiyohi County and City of Willmar Economic Development Commission, and Willard begins his time at Main Street coming from Winona State University.

www.facebook.com/willmarmainstreet/photos/pcb.3334522909983743/3334522819983752/

WINONA

The downtown Winona businesses are in a battle...of words! The downtown Winona sign war has neighbor businesses pulling out their best witty banter for the whole community's entertainment.

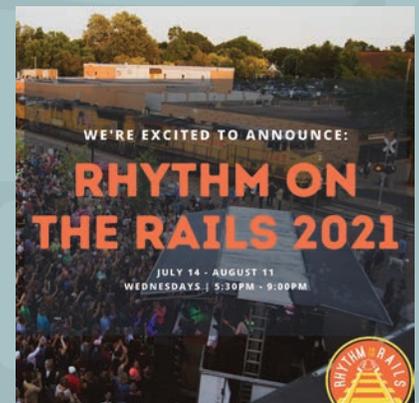
www.facebook.com/loftonthird/photos/a.243837627386242/307750484328289/ plus more on their feed.

MINNESOTA
MAIN STREETS MN

BY RETHOS



Olivia



Shakopee



Willard Huyck -Willmar



Winona



RETHOS™
PLACES REIMAGINED

Rethos Ruby Jubilee

September 30, 2021

Live Entertainment

- * Charles Phoenix
- * The New Standards
- * Cocktails, Hors d'oeuvres, & Gathering with Friends

SAVE THE DATE

We missed you last year...let's make up for it this year! Make the scene with us as we go back in time celebrating 40 fantastic years of Places Reimagined. Plus, be a part of Rethos' future plans!

Thursday, September 30th
Weyerhaeuser Auditorium
Landmark Center
Downtown Saint Paul, Minnesota
Social Hour 5:30 pm
Program 7:00 pm

Appearing:

- The fabulous Charles Phoenix and his Midcentury Minnesota Slide Show
- Unpredictable, yet always entertaining The New Standards

For event updates, visit www.rethos.org

Main Streets in Action – Red Wing

Spoiler alert-this story has a happy ending! Last September, a car crashed into the historic Liberty Lounge & Restaurant in downtown Red Wing Minnesota, causing the front face of the building to almost collapse. To help save this downtown landmark, Red Wing Downtown Main Street set up a fund to help rebuild and repair the structure. Thanks to their support, this June saw the unveiling of the rebuilt Liberty Lounge & Restaurant – a true testament to the quick action and hard work of everyone involved!



Hayes Window Restoration



Back in June, Rethos teamed up with our friends at Hayes Window Restoration to host a Repairing and Restoring Old Windows class. Owner Joe Hayes has built his entire company on the ethic of “restore, don’t replace.” Joe, along with his team, work with homeowners all over the Twin Cities to repair and restore old wood windows, bringing back their original look and operability.

In our class, Joe shared his window expertise with our participants and demonstrated common repairs. The class gathered outside his South Minneapolis workshop space, where students could practice their new skills on old windows.

We are so grateful for Joe’s generous gift of time and knowledge. Our students left the workshop ready to begin their window rehab projects.

Thank you to Joe and everyone at Hayes Window Restoration! If you have a question about your old windows or are looking to hire a pro, check out their services at www.hayeswindows.com.



Photos: Brian Fisher

Continued from page 13

now, and everybody is so engaged now with the story and the history. It just brought everybody to the table. And now she has this huge amount of support behind her. She's designing a new home because she wants to build a new building on the property to live in and then to give to her children when she dies. She's in her seventies. I mean, she's an old lady, which is just beautiful! And we're helping to make features for the house out of the pieces from her own, from her mother's house. Of course!



Natalie:

That is so beautiful. What an honor to be involved in that. Thank you. Thank you for sharing that.

Mae:

You can't really capture it all – all that she's gone through with the city or the neighbors, or all this hate that she's had to feel in order to just hold onto her ancestral lands. We have way more research you can fit on a webpage or that anyone will read on a webpage. We're talking about doing a book or a series documentary, and we're also talking about collaborating with the Crusader Club. Fingers crossed.

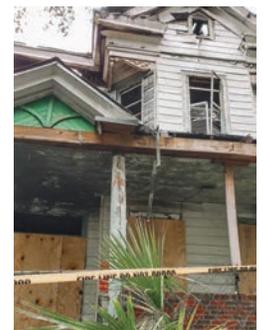
Editor's note: you can read the full history and see photos of Mama Lizzie's here: <https://www.repurposesavannah.org/mamalizzies>

Natalie:

I am curious to hear a bit more about working in Savannah, specifically with the strong preservation community there. How are you positioning deconstruction within that world? Have you found good partnerships or tension?

Mae:

At first, we experienced a lot of resistance from the preservation community. We have the Historic Savannah Foundation [HSF] here. They're the oldest



It's about taking the time to do the thing the hard way.

revolving fund in the country, and they're largely responsible for starting the preservation movement in Savannah. They are credited with saving over 350 buildings or something like that. It's wonderful, but HSF were among the people who were not very interested in talking to us at the beginning because they're in the business of saving buildings, right? Not tearing them down. But there is one project that changed their minds.

They purchased a house called the Webb House. You can read about it on our website – a gorgeous, classic Queen Anne. Weeks after they purchased it, it was set on fire by vagrants [sheltering] under the house on a cold winter night. It was a four alarm fire. I mean, it was one of the biggest fires Savannah had ever seen because, as you know, old buildings burn! Everybody said it was a total loss.

So all of a sudden HSF is in the position of having to demolish a building. They hired us to deconstruct the building. Now, it was a hoarder house before it caught on fire. It was FULL of stuff that had just been burned and melted. It was just a giant pile of trash. So, we spent months cleaning it out in prep for the deconstruction. Just getting all the burned trash out in order to take the building apart was enormous amount of work. We did that, which nobody else would have done, right? Any other demo company, they'd just crush it. Everybody was saying, this doesn't make any sense. This is so stupid. What are you doing? But the thing was built in about 1904. The materials inside are just absolutely beautiful, old growth long leaf heart pine - the stuff. It's the stuff.

So we said, no, no trust us. Trust us. The chimneys are made out of Savannah Grays and Savannah Grays go for five bucks a piece on the open market. You know what I mean? They're valuable. So we cleaned it out and then we start stripping the



plaster, and we're pulling off the lath and we're exposing the framing of the building. And we realized, this building looks okay. I mean, you couldn't tell in the beginning, but once we got it cleaned out, [the building] was okay! So, then we got the engineers back and they said this is totally savable. This is a fixable building. At the end of the day, because they decided to go with deconstruction instead of demolition, which would have just crushed the building, we were able to save and restore the building. And this was *IT* for HSF. They were on board after that. No historic buildings should ever just be crushed and [sent to a] landfill ever again. And they're right, I mean, they're right! I loved watching that.

Natalie:

That's awesome. Slowing it down a bit and allowing ourselves to consider possibilities can literally save a place, and really turn the whole situation around.

Mae:

It literally can. It's about care. I come back to care a lot. It's about care. It's about taking the time to do the thing the hard way. We are throwing literal gold in the garbage, right?

It just takes a tweak of the system. It's not hard to imagine. Imagine if a demo site looked like a construction site. A construction site where there are all these workers and they're wearing safety gear and they're running around and they're doing a thing. Demo can look like that, can employ a lot of people. And if we can do this well, it can have a major shift in the national workforce.

Learn more about Re:Purpose Savannah at www.repurposesavannah.org/.



All photos:
Re:Purpose Savannah

Community Within the Corridor

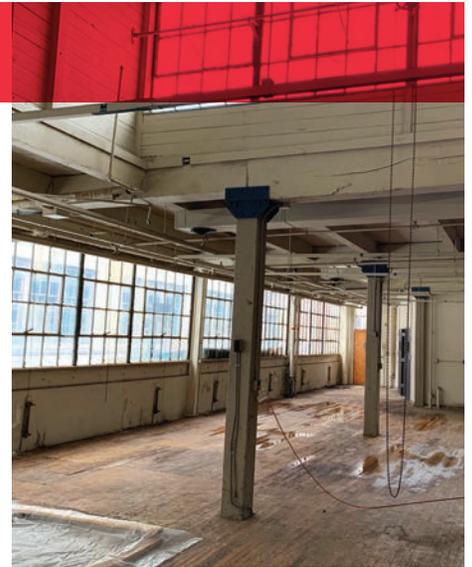
Adaptive reuse of historic buildings is a major force behind equitable real estate development. The **Community Within the Corridor** project in Milwaukee exemplifies this force through the rehabilitation of a former industrial site into affordable housing, community amenities, and commercial space.

Three developers, Que El-Amin, Rayhainio Bines, Mikal Wesley are leading the effort to get this project completed after 5-years of working to get it off the ground. Their plan is to transform 6 vacant buildings into 197 units of housing. The 300,000 sq ft project will feature 35,000 sq ft of community service facilities and 25,000 sq ft of recreational space. An onsite laundromat and New Horizon daycare center will complement the housing to address the needs of the residents.

The project, currently underway, officially broke ground on June 18th at a ceremony that attracted hundreds of community members, public officials, and project team members. The project signifies a major investment into the Metcalfe Park Neighborhood of Milwaukee along the 30th Street industrial corridor. Historically, the buildings were a part of a Briggs & Stratton industrial complex. Originally constructed in the early 1900s, Briggs & Stratton purchased the buildings in the 1936 and began manufacturing gasoline-powered small engines. Their success at this location allowed them to become one the largest manufacturers of lawn and garden equipment and air-cooled gasoline-engines in the world. While the buildings once drove the commercial activity in the neighborhood, they have been vacant since the 1980s.

The project is located on the north side of Milwaukee, an area that experienced notably less investment throughout its history. "This was just an area I felt that needed some love and attention and transformation," said Rayhainio Boynes, "This is where we can thrive, this is where I can go to Black-owned



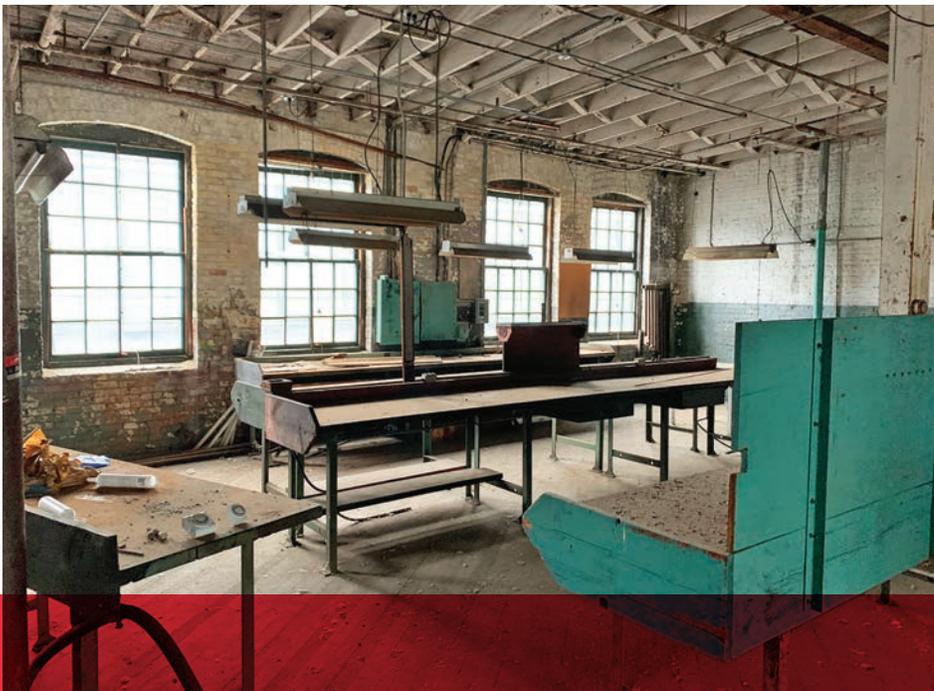


stores up and down Center Street and really start pushing the economy in the area. So, I want our young generation to know that this is for them.” The corridor offers many opportunities for redevelopment and has been a focus of local, state, and federal partners since the 1990s for brownfield remediation and redevelopment. The Community within the Corridor project is the first major redevelopment in the former industrial corridor.

Old buildings offer great opportunities for this type of reuse, especially with the financing available through federal and state historic tax credits. The complex was listed on the National Register of Historic Places in March 2020, making it eligible to receive federal and state historic tax credits. These credits are coupled easily with the 4% Low Income Housing Tax Credit from the Wisconsin Housing and Economic Development Authority.

On top of that, the city of Milwaukee approved a TIF (tax increment financing) district as well as awarded HOME Funds through a HUD program designed to help create affordable housing. The project received major support from its district alderman Russell Stamper and Mayor Tom Barrett, who both spoke at the June 18th groundbreaking. The \$66 million project would not be possible with all of these layers of financing, and the investment will be worthwhile, as they anticipate over \$100 million in economic impact to the community. Rethos is proud to play a small role in making efficient use of their Wisconsin state historic tax credits as a part of our Historic Rehabilitation Loan Program.

Congratulations to Scott Crawford, Inc, Roers Companies, Continuum Architects + Planners, and Greenfire Management for getting the project rolling. These vacant buildings will not only house community members, but also support their physical and emotional health without breaking their finances. Thanks to the hard work of the project team, the complex will return as a beacon for the community.



Minnesota's Historic Tax Credit: The Proof Is In The Pudding

Minnesota's Historic Tax Credit is officially extended through 2022, saving this valuable program from extinction. The tax credit provides a refundable income tax credit equal to 20% of qualified rehabilitation expenses made to buildings listed on the National Register of Historic Places and used for income-producing purposes. The \$3.5 billion generated for our state and the 18,660 jobs created have directly supported the growth and prosperity of our state. The 144 buildings that have utilized the tax credit invest in their communities every single day.

We knew that preserving the Historic Tax Credit from the June 30, 2021, sunset was a top priority of ours and set out to build a thriving coalition and movement to do so.

So How Did We Get Here?

Rethos's efforts in advocating for the Historic Tax Credit have existed for over 20 years, and we were key in the initial 2010 passage. This year's legislative session posed unique challenges, with a COVID-19 relief-related agenda and entirely remote proceedings. Expanding our efforts to include a robust number of stakeholders to prevent the tax credit from expiring was necessary.



Unique from the beginning, The RevitalizeMN coalition constituted a diverse group of stakeholders, including Rethos, Winthrop & Weinstine, and New History.

Alta Via Consulting

developed our marketing strategy and media content. Our generous sponsors, including Sherman Associates, Dominion, Commerce Bank, and Weis Builders, were key in supporting our efforts. They represented the areas of developers, bankers and investors, general contractors and specialty construction firms, labor unions, architecture, and engineering firms, and historical consultants. Their generosity allowed us to have a statewide reach.

The coalition name, RevitalizeMN, captured the spirit of our campaign, and our slogan, "Creating Jobs and Rebuilding Communities," embodies the impact of the Historic Tax Credit.

What Did We Do During The 2021 Legislative Session?

Storytelling and sharing the proven record of the Historic Tax Credit was at the center of our efforts. We spent the first portion of the legislative session reaching out to legislators and educating them on the Historic Tax Credit's successes in Minnesota. At the same time, we leveraged a statewide, grassroots advocacy, and media campaign. We had grassroots support from every corner of the state, with hundreds of Minnesotans reaching out to their legislators on behalf of RevitalizeMN. Over 50 stories ran in newspapers and on television networks about our efforts, reaching over 5,000,000 Minnesotans, and we led the nation in state Historic Tax Credit-related media. The media coverage spotlighting our efforts positioned us as a timely and crucial piece of policy that the state was watching.

The Key Moments of Our Campaign

From the beginning, our bills enjoyed strong, bipartisan support. Authored this session by Representative Cheryl Youakim (DFL, Hopkins) and Senator Jeremy Miller (R, Winona), our bills quickly grew to encompass 11 additional coauthors in the House and 4 in the Senate.

During our hearings in the House and Senate Taxes Committee, a passionate group of advocates shared about the impacts of the Historic Tax Credit. Twin Cities developer and Rethos board member, Chris Sherman, shared the success of the Historic Tax Credit in revitalizing Minneapolis neighborhoods, with successful projects such as Riverside Plaza and Thresher Square. Advocates in Greater Minnesota spoke to how the tax credit could benefit the 1911 Jasper School in Jasper, Minnesota. These stories demonstrated the statewide impact of how historic rehabilitation is an investment in communities, economic development, and job creation.

In April, we passed a huge milestone, with the inclusion of the Historic Tax Credit in the Senate and House Omnibus Taxes bills. The House recommended an 8-year extension with no cap, and the Senate recommended a 1-year extension with a \$14 million cap. This discrepancy meant that both bodies recognized the critical nature of the Historic Tax Credit and the urgency to extend it but had different budget levels to contend with.

In late May, the RevitalizeMN coalition and our statewide partners held a press conference on the steps of the Minnesota Capitol as legislators were finalizing their bills. Our speakers included state legislators, union representatives, and developers. The press conference coincided with a letter to the editor published in the Star Tribune, where over 50 business leaders across Minnesota voiced their support for the Historic Tax Credit's extension.

What Comes Next?

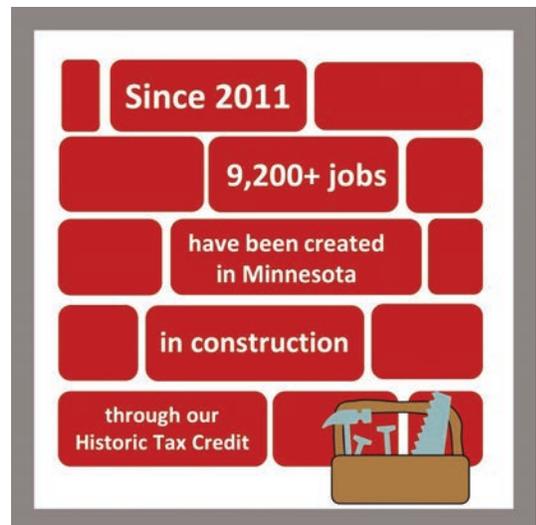
The 2021 legislative session may have come to a close, but we are not going anywhere! After taking time to celebrate and catch our breath, we will continue to advocate for a

prolonged sunset extension next session. Potential projects statewide continue to hang in the balance. The State Historic Preservation Office reported that they approved 27 allocation certificates in May and June 2021, allowing projects to become eligible to use the Historic Tax Credit. This number of approvals is higher than what is normally submitted in a year, demonstrating the urgency and interest for a continued Historic Tax Credit.

The RevitalizeMN campaign supports our mission of leading and inspiring people to connect with historic places and promoting community vitality. We are excited to continue.

A Picture Is Worth A Thousand Words

Check out some of the images we used to tell the story of the Historic Tax Credit's impact throughout Minnesota.



Graphics by RevitalizeMN

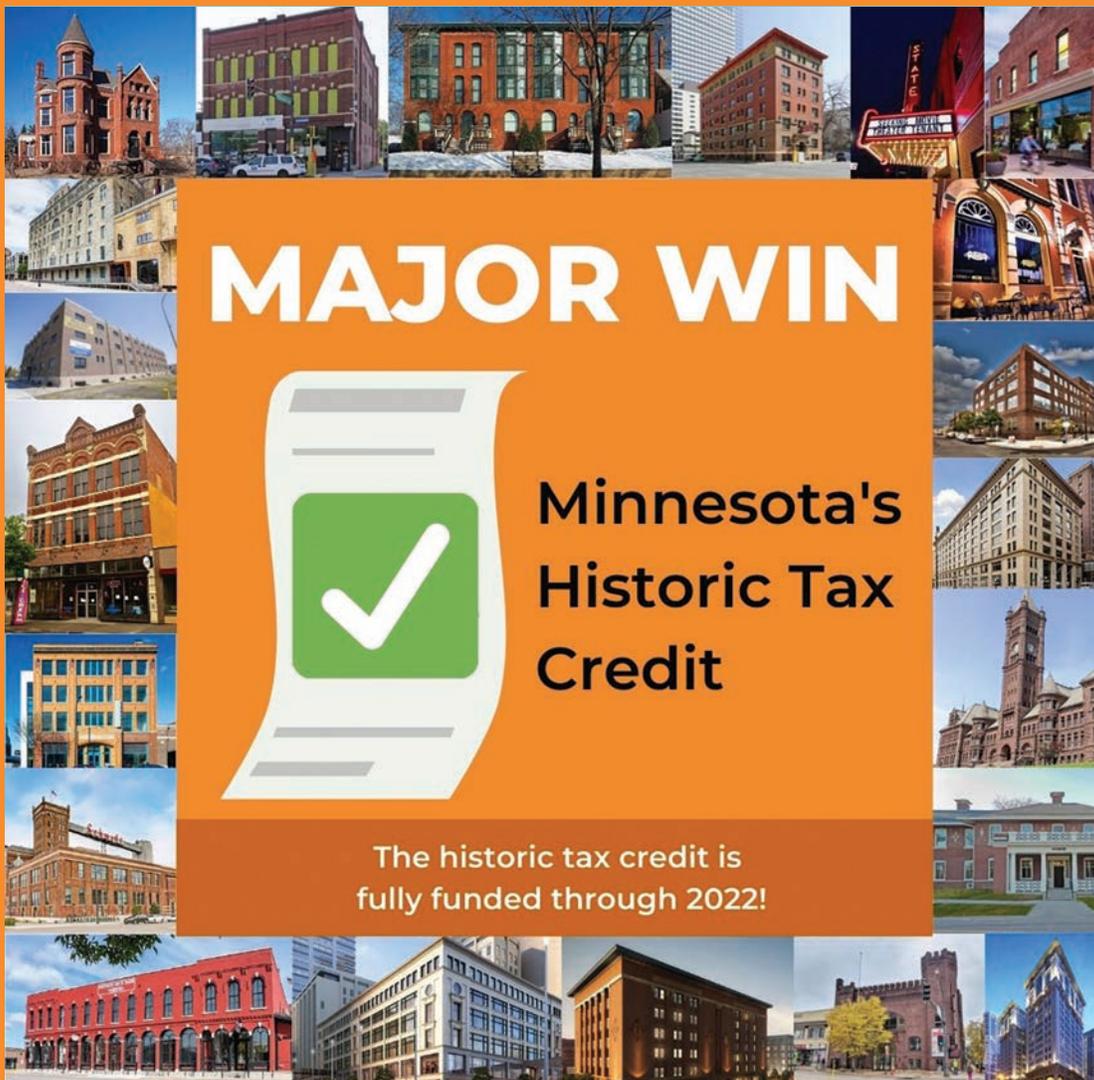
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Minnesota's Historic Tax Credit

The historic tax credit is
fully funded through 2022!