



# DOWNTOWN ASSESSMENT

---

## New Ulm | Final Report



**New Ulm Area Foundation**  
An affiliate of Saint Paul & Minnesota Community Foundations



# TABLE OF CONTENTS

---

About Cultural Activation Strategies & Process.....	3
Downtown New Ulm Overview.....	4
Downtown New Ulm Asset Themes.....	6
Community Member Priorities.....	6
Recommendations and Opportunities.....	7
Downtown New Ulm Asset List.....	9

Special Thanks to the New Ulm Main Street Steering Committee: Yvonne Weber, Sandy Scheibel, Chris Dalton, Jenny Eckstein, Sarah Warmka, Michael Looft, and especially Cindy Winters.

This project was made possible in part by the people of Minnesota through a grant funded by an appropriation to the Minnesota Historical Society from the Minnesota Arts and Cultural Heritage Fund with additional funding from the New Ulm Area Foundation.



**New Ulm Area Foundation**  
An affiliate of Saint Paul & Minnesota Community Foundations

For more information contact:

Emily Kurash Casey  
Rethos  
Rural Programs Coordinator  
emily@rethos.org  
www.rethos.org

Sarina Otaibi  
Rethos  
Rural Programs Manager  
sarina@rethos.org  
www.rethos.org

# ABOUT CULTURAL ACTIVATION STRATEGIES

How would you tell your community's story? How would you talk about its distinct character?

These can often be tough questions, and answering them is central to sustaining, activating, and promoting the vibrancy of your community. Cultural Activation Strategies help provide you with answers you can use to start building short- and long-term community vitality.

Over the course of 6 months, Rethos staff met with hundreds of community members in New Ulm and shared a public online survey to understand and reveal the identity, personality, and opportunities in downtown New Ulm. These conversations took many forms--meeting people in groups at places Speaking with a diverse group of residents, business owners, artists, government officials, and academics, we identified distinct cultural assets of the neighborhood: the places, stories, features, and stories which make it unique. In these conversations, major themes emerged that told the story of downtown New Ulm: pride in the German heritage of the town, an affection for the iconic downtown look combined with German architectural flair, generations of families making New Ulm business their lives' work, a tradition of celebrations, festivals, and nightlife in the downtown, and the desire to keep downtown New Ulm as a gathering and business space for all ages. From there, we continued collaborating with community members to develop Cultural Activation Strategies for the neighborhood.

At its heart, this plan is a testament to what makes downtown New Ulm special. It articulates the past and the legacy of the downtown, the specific qualities that define it in the present, and a vision for growth that will carry it towards a thriving future.

These Cultural Activation Strategies provide an evaluation of downtown New Ulm's existing cultural assets, as defined by community members. Described herein are major themes among those assets, priorities for the neighborhood which community members identified, and concrete recommendations to utilize the community's existing assets to achieve those priorities.

The usefulness of the Cultural Asset Strategies extends beyond the recommendations listed here. The community can look at the information presented in this report and draw their own recommendations. The plan can be used as a framework to develop marketing and tourism initiatives, a platform for business and resident retainment and recruitment, a building block for seeking philanthropic, public, and private investment, or as a planning tool to build additional strategies for growth and revitalization.



# DOWNTOWN NEW ULM OVERVIEW

To further enhance the neighborhood's existing character and proactively steer positive change, the neighborhood must actively promote its cultural assets and advocate for policies that support and protect them.



Founded in 1854 and settled by immigrants from Germany, New Ulm has retained its distinct German flair through lasting architecture not only in downtown, but in residential areas as well. One example is Turner Hall, a historic gathering place founded by freethinking German organization the Turners on their ethos of *sound mind, sound body*. The hall still functions as a gymnastics space/ bar/restaurant/gathering venue with the basement bar, the Rathskeller, boasting to be the oldest bar in Minnesota. This German identity is

still strong--a regular comment from locals was noting whether or not they were an "Auschlender," a foreigner; that is, someone who was not born and raised there. People who had moved to New Ulm as teenagers or young adults and are now in their 50's or 60's still identify as "auschlanders." In the past, this division seemed to lead to a feeling of "them vs. us," and a perceived division between who truly belonged in the community. Interestingly, the "auschlender" term has begun to lose its stronghold. While residents over the age of 50 brought this term up almost immediately, folks under the age of 50 rarely brought up this feeling. The perception of being German and New Ulm born to fit in has gone away.

The underlying current of the German theme transcends into business events and festivals. Oktoberfest is a big deal in New Ulm, and thousands of people attend multiple festivals in the fall and winter hosted by local businesses as well as the city. Schell's Brewery in particular brings tourists from around the world for their annual Oktoberfest event. Additionally the Arctic Plunge, started recently by the Lamplighter, is a winter festival featuring costumes, food, and residents diving into freezing cold water with all proceeds going to the New Ulm fire department. While festivals are still a feature of New Ulm, many residents commented that the luster of festivals has worn off--that celebrations feel tired, and built specifically for tourists, with residents as an afterthought.

New Ulm's downtown is focused around Minnesota Street. With a long history of business, shopping, brewing, dining, and music, Minnesota Street is a walk down memory lane for most longtime New Ulm residents. New Ulm's downtown has been the place to shop, boasting department stores, hardware stores, and specialty boutiques. In summer 2018 Herbergers, a department store in downtown, shared the fate of many department stores around the country and closed permanently. This closure also led to the greater closure of the Marketplatz Mall, which included the Herbergers as well as other stores. New Ulm residents are still mourning the loss of this store, as well as the Target on



the edge of town that also recently closed its doors.

The loss of such a pivotal anchor institution has affected both downtown and the community as a whole. Many in New Ulm have reassessed their relationship to downtown and in lamenting the loss feel no connection or need to visit anymore. While there are still needs to be filled in Herberger's absence. This has left a significant burden of drawing shoppers downtown on the small boutiques and business owners who are continuing to keep their doors open for shoppers. While the boutiques fill certain needs, there are still large gaps left by the absence of retail stores. Many commented on the lack of good and affordable men's clothing in town, forcing residents to travel elsewhere or shop online.

A recurring theme in many of the comments, conversations, and focus groups has been that of personal responsibility. New Ulm residents feel a personal obligation to shop local, dine local, spend their dollars locally. They feel a desire to keep their town alive and vibrant. Young entrepreneurs are stepping up and making New Ulm a place that they want to be.

There are a few points of note that while they make a lot of headlines in online and print articles, only rarely if at all came up in conversation with residents. Examples of this are New Ulm's place as the polka capitol of Minnesota, the church architecture in New Ulm, and Flandrau State park. Rather than excluding this information entirely even though it wasn't regularly brought up by residents, we've offered suggestions of opportunities for New Ulm to leverage what outsiders see as assets, that current residents may not be aware of or are unable to access.

Trendy boutiques with fashions for younger women, unique children's clothing, interesting new dining options, and even a speakeasy have joined the ranks of New Ulm's longtime specialty shops, restaurants, and services. Not only are new businesses opening up, young entrepreneurs are taking over existing businesses, ensuring a future for these cornerstone shops while forming a lasting legacy of retail built on the natural evolution and needs of New Ulm.

New Ulm is regularly cited by locals as a great place to live, and especially to grow up. With numerous well-funded parks, including Flandrau State Park right on the edge of town. In addition, the Cottonwood and Minnesota Rivers flow past New Ulm, providing the beautiful river valley scenery that surrounds the town.

# DOWNTOWN NEW ULM ASSET SYNOPSIS/THEMES

---

The asset synopsis is a summary of the major themes present in downtown New Ulm's unique assets. A full list of identified cultural assets is available at the end of this report. Rethos Staff spoke in person with an additional 300+ New Ulm residents, and received input from an online survey taken by 561 people from New Ulm. One number we did not track, but through purely anecdotal evidence found that a majority of people who took the online survey, as well as spoke to Rethos staff in person, made a special point to thank us for taking the time to ask them questions. New Ulm residents are ready, willing, and able to be involved in their community, and are truly standing at the ready to dive in and transform their downtown. Below are listed several themes that came from these conversations and surveys:

- Historically German, especially architecture
- Festival Centric
- Tradition of resiliency in the wake of destruction (fires, floods, tornadoes)
- Coping with significant business loss
- Tourist friendly
- Cleanliness
- Community accountability
- Culture around eating and drinking

## COMMUNITY MEMBER PRIORITIES

---

The priorities listed here include general themes that emerged from conversations with community members. Rather than summarize all issues important to the community, this list cites ones that often came up in discussions about cultural assets.

- Have a central person/office to coordinate all things downtown
- Desire for outdoor public spaces in downtown (including amenities, using current places at Schonlau Park/Glockenspiel and Kiesling House)
- Open the communication channels between City, Chamber/CVB, Businesses, Landlords, Non-profits, and Festivals
- Develop festival and event friendly ordinances and empower residents and city councillors to make new decisions
- Bridge the gap between alcohol ordinances and still make it family friendly, keep the option open
- Streamline and clarify permission process
- Keep ability to link restaurants, businesses to festivals and events
- Encourage businesses to collaborate with other businesses for regular events for locals that don't have a tourist focus; make participation less exclusive; parking
- Find new ways to express German Heritage beyond architecture and names. (Consider outdoor public events and gatherings of people)
- Farmer's Market moving downtown
- Do something about vacancies from closed businesses. (Recent closings and long time vacancies)
- Keep downtown for retail and restaurants, not services
- Parking allotments downtown revisited; allow some focus on workers not visitors
- Things for families and kids to do and spend time
- Use volunteers for revitalization--facade, paint, etc.--volunteers are ready and waiting

# RECOMMENDATIONS AND OPPORTUNITIES

The following recommendations are designed to utilize and promote cultural assets while addressing community priorities. The opportunities listed are areas where there is opportunity for easy wins and activation.



## Recommendation: Opening Communication Channels

*Assets utilized: Community resilience, Willingness of residents to be active in their community*

*Priorities addressed: Addressing community awareness of: resources, stores, events, services; Repairing the perceived disconnect between city/public entities/residents; Reframing perceptions of the community across multiple generations; Opportunity to reframe existing ordinances and take community input; Streamline and clarify permissions process for special events*

While no one person said, “We’ve got a communication problem,” it became clear that signals felt missed. From conversations between festivals and businesses, Chamber/CVB functions and the general public, the city and voters, and any combination in-between, New Ulm residents and workers feel an information void. Social media, specifically the non-official facebook pages, is cited as where people get most of their information and form opinions. Recently there’s been a great shift in social media messaging through the New Ulm Chamber, which is an extremely positive trend.

Social media, however, is not the only answer. Luckily, New Ulm is a small enough community that one entity could step up and champion local information. Residents feel there is lacking information not only on what is available for them (things to do, places to shop, etc.) but also feel information is lacking on how to feel empowered. Residents of New Ulm are filled with exciting ideas for downtown New Ulm, but don’t know how to make these ideas a reality or where to even begin discussing them with the “powers that be.” Consider ways in which public notices are shared, or even website navigation for the city being revamped to make it more navigable for residents that might be unfamiliar with terminology and “official” city jargon.

In addition, the ways in which public meetings and forums are held is becoming more and more important. People’s availability has shifted, and perhaps considering different times of day for meetings, virtual meeting options, or even childcare and refreshments at meetings is important to get people, especially younger people with families, involved in local issues and planning. Exploring diverse spaces for meetings, or pre and post meeting activities, may also be beneficial for drawing cross-generational participation, as many comments across demographics express fondness for local institutions such as Lola. New Ulm residents are very, very eager to participate and have their voices heard but don’t know how to begin their involvement. By having one champion of communication step up and lead the way, those barriers can be removed.

## **Recommendation: Consider residents when planning for downtown**

*Assets utilized: Interested and invested residents, supporting local business employees, bolstering downtown economy*

*Priorities addressed: Making business hours friendly to residents after regular working hours, considering downtown workers when creating parking limits, food truck, and outdoor entertainment ordinances*

Many New Ulm residents reported feeling that downtown wasn't for them. Despite efforts of small business owners putting on special mid-week events throughout the year, shop small campaigns, and even healthy living initiatives such as the bench project in downtown, residents are still feeling a disconnect.

In speaking with members of the New Ulm Senior Center, many older residents shared that they didn't have a need to shop as regularly as they used to, so felt like there wasn't much for them downtown. People with young families shared that downtown wasn't a place to bring kids, without being afraid to cross the street or that the kids would break something in a store. While residents were split on whether or not they attended the festivals (a very common theme in festival towns) they were very much unified on the fact that they felt downtown New Ulm planned for tourists first and residents second, with the responsibility falling on residents to keep businesses open.

Residents both young and old are eager to spend time in their downtown, beyond just shopping. Interestingly, while over 40% of residents noted they went downtown for restaurants in their online survey, anecdotally they didn't recognize that as "being" downtown. They simply went to a specific place to eat and left, they didn't seek anything further from that visit.

While there are certain needs that overlap for residents and tourists (public restrooms being an example) it is crucial to note that residents desire for activity or services downtown can come at different times of day. A Pew Research study showed that while yes, online shopping is dominating, 64% of people would prefer to shop in stores, especially in rural areas. However, for people who work in the day, that shopping can't take place before 5pm, and it's important to consider business hours and how they impact residents. One example is the New Ulm Community Market and Co-op holding limited hours while at the same time multiple survey results indicated the need for a grocery store downtown. Many communities have embraced one late business night each week, and worked together as a district to publicize this for the local community. Other downtown districts have special "local" days, where people can say/show that they're residents to receive special perks. Even further, taking into account that it is the local residents who are staffing the downtown businesses, and considering what they need for parking limits and safe pedestrian zones. While a two-three hour parking limit is great for tourists and short term shoppers, there are many people who need day-long parking in the downtown district, which aside from buildings who have 1-2 spots, is difficult to find. This forces employees out multiple times a day to move their vehicle, which can be an unwelcome interruption.

There are a plethora of options to "do things" to entice local shopping, but it is important to note that the messaging coming from civic and business organizations embraces and celebrates the local community's impact on their downtown. New Ulm has already done a great job of recognizing the needs of residents in parks, one example is the construction on the new amphitheater in German Park to provide better seating and hillside navigation, thereby increasing accessibility. By using similar thought processes when planning downtown events and even public spaces for gathering and parking downtown, considering residents first will start to bring about a change in morale regarding the community.

## Recommendation: Reactivate Main Street Position

*Assets utilized: Strong historic traditions of architecture and events, existing framework with Chamber/CVB, ability to unite other existing groups to streamline programming*

*Priorities addressed: Unifying messaging and convening relationships between all downtown stakeholders and residents; One stop promotion of district; Efforts rooted in residents, not tourists*

This recommendation takes to heart a number of the ideas that we are sharing. New Ulm has been part of the Minnesota Main Street Network for several years, and is now in an exciting place to leverage what has been learned through this survey by combining it with the new energy in downtown that is already in existence—new businesses opening up (Bumbelou, The Retz 227), building and business renovations (the movie theater and The Grand), and even new owners taking over longtime businesses (Backerei). There is an enthusiasm for downtown New Ulm’s potential, and businesses, landlords, and regular citizens want to see New Ulm transform. Main Street is directly positioned to be able to help with that.

Main Street’s focus is on the whole package: design, promotion, organization, and economic vitality. Through resources at Rethos Main Streets in Minnesota and the National Main Street Center, there are a significant amount of easy to access, understandable, and useful information that could be invaluable to New Ulm. However, the Main Street approach relies on people—a combination of paid staff and volunteers working together toward common goals. In addition, it’s crucial that the “powers that be” in New Ulm are part of the Main Street team. Having city staff, elected officials, Chamber and CVB staff, Business owners, landlords, non-profits, festival planners, and generally interested citizens working together is critical.

The Main Street approach was created in 1980, and has had incredible, measurable success in historic downtowns across the United States. New Ulm has only begun to scratch the surface of what Main Street can do, and we highly encourage New Ulm to further develop its program.



## Recommendation: Creation of Public Outdoor Spaces

*Assets Utilized: Continued emphasis on already-installed benches throughout town, city-owned Kiesling House lawn, Schonlau Park/Glockenspiel plaza, and wide sidewalks/patio areas at restaurants*

*Priorities Addressed: Rekindling the German-feel of downtown with public markets and live music; Moving the farmer’s market into downtown, Sidewalk ordinances addressed for special events and daily use; creating opportunities for all ages to participate in downtown activities beyond shopping and specialty services.*

When asked what one word comes to mind when residents thought of downtown New Ulm, the term “German” was extremely high on the list. However, there was also concern expressed about the condition of the German look on historic buildings. There is a desire to celebrate the deep roots of German ancestry in New Ulm, while also finding new ways to express this connection.

New Ulm’s downtown is beautiful, and provides ample space for festivals, visitors, and residents alike. However, much of the current space is concrete and parking, and could be revamped into more mixed use spaces. This recent Christmas season showed us an exciting opportunity that New Ulm could embrace--the idea of outdoor markets. The look and feel of an outdoor German market is incredibly unique. Large cities like Chicago and St. Paul host an elaborate market set up over the holiday season, but their model can lend great ideas to a smaller community like New Ulm. Such a market would allow New Ulm to fold in multiple events like craft fairs, farmers markets, and other similar vendor events while capitalizing on local artisans and businesses. All the while curating the market with the German names, outdoor music, and specialty food offerings that are familiar to traditional German markets while creating a distinctly New Ulm experience.

Markets and street fairs in other similarly sized communities can provide concrete examples for New Ulm to brainstorm ideas of how to embrace outdoor gatherings, from weekly farmer’s markets to fall festivals. Nordic Fest in Decorah, Iowa, has great examples for how to format collaboration between the city and non-profits for a large event that takes place in the streets. In addition, they’ve found innovative ways to combine heritage celebrations with the recognition that a town’s makeup might not look like it did 50 years ago, and that’s worth celebrating, too. Tulip Time in Pella, Iowa, is another example of a city embracing a specific heritage festival community-wide. The Amana Colonies, while certainly able to boast large festivals, also holds many smaller events that take place over a weekend, and in one or two smaller locations like the “kinderfest” weekend for kids. The Pickers and Gridders events in downtown Maysville, Kentucky transform an underutilized outdoor space into a monthly market of live music, food, artisans, and local farmers. Celebrating the cross sections of agrarian culture that has long defined the area, traditional and modern Kentucky arts, and evolving takes on the rich regional music that has come to define “the Bluegrass state.” Not only does the event activate the park space but creates a culture of vibrancy for the small downtown that ripples outward into exploration and support of businesses in the area.

Beyond special events and celebrations, there is a great desire for New Ulm residents to be outside. There are already ample existing spaces in downtown New Ulm that could be activated for a number of uses. Here are some examples:

- Providing picnic tables in the Schonlau Park pavilion, lawn in front of the Kiesling house
- for downtown workers to use, and the corner behind the laundromat on Center Street
- Continue care and upkeep of the existing tables and benches throughout downtown
- Consider food trucks as a unique option for mid-day or once a month evening events for residents, parked in front of these available green spaces
- Feature musicians or music playing in park areas, similar to the speakers at the Chamber building

A great example of a historic downtown that has activated open spaces is Galena, IL. Galena, which is built on a hill, has a bricked pavilion area where stairs lead to the upper level of the downtown. This area is a space where shoppers gather to regroup, workers enjoy a coffee, kids can move about more freely, and musicians can be found entertaining for tips. It’s also a great place to put up notices about upcoming events and opportunities. Winter weather in Minnesota is always a guarantee, but this recommendation is focusing primarily on the warmer months of the year when it is more easily accessible for people to be outside.

Winter weather in Minnesota is always a guarantee, but this recommendation is focusing primarily on the warmer months of the year when it is more easily accessible for people to be outside.

## **Recommendation: Give the community a chance to acknowledge and mourn the loss of longtime institutions; Creatively brainstorm the future**

*Assets utilized: Celebrating long-time business cornerstones in historic buildings; use momentum of community conversation surrounding vacancies*

*Priorities addressed: "Doing something" about vacant buildings, considering future opportunities for downtown*

This recommendation is the trickiest, but has the potential to be incredibly fruitful. New Ulm residents, especially longtime residents, are feeling a tremendous sense of loss. The closings of Retzlaff's Hardware, Herbergers, Marktplatz Mall, and even closings that have taken place years ago like Eleanor's and George's Ballroom are weighing heavily on them. When residents go downtown, they see physical reminders of what was, and they take it personally. One woman said to us, "I should have tried to buy more socks there, everything adds up." While it's nearly impossible for one small town to save department stores that are failing nationally, the attitude of keeping businesses alive in New Ulm is a good one that would alleviate the lack of options lamented by many. Taking these losses personally while actively considering options for reuse can be a motivator for saving historic buildings while identifying community needs.

New Ulm residents have a multitude of ideas for future uses of these locations, but right now are unable to get past the feeling of loss. There are many different ways to harness these ideas and have a communal sharing of stories:

- Host an event as a "Celebration of Life" for past buildings or businesses for people to share stories and photos
- Hold a community forum focused on one particular building for potential reuse
- Post an ideas board in a downtown business asking for input on what the community would like to see in a space, and consider uses outside traditional business. For example, a former JC Penney in Willmar, MN has become the home to the community theater, providing rehearsal space, theater space, storage space, as well as meeting space for rent. Dozens of department stores and malls around the country are home to breweries and coffee shops, as well as spaces like indoor playgrounds, kids carefacilities, gyms, museums, and even apartments and churches.
- Provide information on zoning and rehabilitation resources in a forum for potential investors
- Share ideas publicly and regularly on what progress (if any) is taking place so residents feel informed and not left in the dark.

Please note that Rethos has many resources that could help format these community ideas or brainstorming events that are available through the Main Street program.



## **Opportunity: Convene meetings where residents feel welcome**

*Assets utilized: Lola's, The Grand, active downtown places that are friendly to all ages*

*Priorities addressed: Bringing information to people where they are at; acknowledging need to reconsider what accessible means, making forums more kid-friendly*

## **Opportunity: Activate Volunteers**

*Assets utilized: Connecting with local youth, clubs, and interested residents; giving new life to historic downtown buildings and events*

*Priorities addressed: Connecting the community directly with downtown action; bolstering the need to feel like the downtown is for residents not just tourists, opportunity for light facade repairs or painting, clean-up, and beautification work*

## **Opportunity: Reinvigorate New Ulm's tradition of music, especially polka**

*Assets utilized: MN Music Hall of Fame, Amphitheater, Sidewalk benches for concerts, emphasis of German tradition*

*Priorities addressed: Reinvigorate life into downtown beyond just festival times, opportunities for multi-generational programming*

## **Opportunity: Find new connections with Martin Luther College**

*Assets utilized: Opportunity to connect with students living in New Ulm*

*Priorities addressed: Embracing new and diverse residents, opportunity to retain students as residents, increase in economic base*

## **Opportunity: Embrace Farmer's Market & Food Coop in Downtown**

*Assets utilized: existing entities focused in central district, chance to flesh out outdoor opportunities*

*Priorities addressed: Desire for downtown groceries addressed, Reformat of downtown activity for residents, pulls people to downtown on a regular basis*

# NEW ULM ASSET LIST

Organizational breakdown: From Lola to Antiques Plus this list is ranked highest to lowest response rate based on surveys. Following Antiques Plus, the Intangible Cultural Characteristics and Former Icons are listed in a particular order, and based off additional comments.

The online map includes much more detailed information that was shared with staff throughout the course of the Downtown Assessment.



- Lola - An American Bistro - Restaurants and Bars
- Inspired - Retail
- Lamplighter Family Sports Bar - Restaurants and Bars
- Gallery 512 - Retail
- B&L Bar - Restaurants and Bars
- Bailey Creek Boutique - Retail
- Backerei and Coffee Shop - Restaurants and Bars
- Sozial - Restaurants and Bars
- Rodney's Tavern - Restaurants and Bars
- New Ulm Community Market and Cooperative - Retail
- Patterson's Diamond Center - Retail
- Lakes on 1st - Restaurants and Bars
- The Grand Center for Arts and Culture - Arts, Event, and Community Spaces
- Mowan's - Restaurants and Bars
- No. 213 - Retail
- Joni's - Restaurants and Bars
- Mona Lena - Restaurants and Bars
- George's Fine Steaks and Spirits - Restaurants and Bars
- Crush 80/20 - Restaurants and Bars
- Veigel's Kaiserhoff - Restaurants and Bars
- The Retz 227 - Restaurants and Bars
- Bookshelves and Coffee cups - Retail
- Herbergers - Former Icons
- Ulmer Cafe - Restaurants and Bars
- Guten Tag Haus - Retail
- Kemske Paper Company/Riverbend Business Products
- New Ulm American Legion Post 132 - Arts, Event, and Community Spaces
- Turner Hall - Arts, Event, and Community Spaces
- Brown County Historical Society Museum - Arts, Event, and Community Spaces
- German Park - Arts, Event, and Community Spaces
- Antiques Plus - Retail
- Glockenspiel - Arts, Event, and Community Spaces
- Banks: Alliance, Bank Midwest, Citizens Bank, Frandsen, Wells Fargo - Retail
- German Character - Intangible Cultural Characteristics
- Historic - Intangible Cultural Characteristics
- Cleanliness - Intangible Cultural Characteristics
- Retzlaff Hardware - Former Icons
- George's Bar and Ballroom - Former Icons
- Eleanor's - Former Icons
- Marktplatz Mall - Former Icons