



Downtown of the Month Fargo, ND & Moorhead, MN

Community Profile



Fargo, North Dakota and Moorhead, Minnesota are two communities nestled in the Red River Valley. Its metropolitan population is 180,000 and that number is continuously on the rise. With the implementation of the Renaissance Zone in 1999 and the establishment of the [Downtown Community Partnership](#), its Downtown district has seen vast improvement and an entirely new transformation. In the past 10 years, this Downtown has been highly accredited for its Quiet Zone development, Renaissance Zone expansion totaling nearly 100 million dollars in improvements and its condominium/housing growth. More recently, [North Dakota State University](#) expanded into Downtown with three renovated historic buildings to house their Architecture, Landscape Architecture, College of

Business and Departments of Agribusiness and Applied Economics. In late 2009, the American Planning Association named Downtown Fargo one of the top ten "Great Places in America" in the Great Neighborhoods category. Fargo-Moorhead continues to achieve high ranks for low unemployment rates, safety, job market options, stable economy, healthcare, place to raise a family, education and more.

Thriving With Events

Downtown is thriving with numerous events for all to enjoy! The Downtown Community Partnership organizes the Downtown Street Fair, National Muffler's "Cruisin' Broadway" and the Xcel Energy Holiday Lights Parade while helping facilitate with numerous more events and parades that take place Downtown.

- Friday, July 15 through Saturday, July 17 will mark the [35th Annual Downtown Street Fair](#), which features quality artists/crafters and food vendors from around the Nation. This juried show has gained a positive reputation for being North Dakota's largest free event.
- Increasingly enough Downtown has seen a new vibe with the 6th Annual [National Muffler's "Cruisin' Broadway"](#) (Downtown Cruise Nights). This event takes place the first Thursdays of the summer months and has increased each year marking 2010 the largest attended thus far, attracting classic vehicles and cruisers from the tri-state region.
- Downtown is also home to the Xcel Energy Holiday Lights Parade which kicks-off the Holiday season in November. This extravagant parade takes place on the Tuesday evening before Thanksgiving with breathtaking and marvelously lit parade floats.

More parades that take place Downtown are the St. Patrick's Parade, El Zagal Shrine Circus Parade and Halloween Parade. The ever-growing [Fargo Marathon](#) even runs through the district. The Downtown Retail Sector has developed a strong organization building a new wave of excitement to shop; planning events such as [Corks & Canvas \(Art and Wine Walk\)](#), Downtowner 10 to 10 and Heart of Downtown. The Fargo Park District is celebrating 100 years this year and have numerous events planned (both established and new) such as Tuesday Tunes at Noon in their most recent park: Great Northern Park.

Communications and Marketing

Downtown Community Partnership's communications have evolved since its inception. The *Downtown Connection* (bi-monthly) and *Downtown Music Line-up* (monthly) are e-newsletters sent to subscribers that inform the public of "happenings" Downtown. From parades to musical acts; films at the [Fargo Theatre](#) to artists' opening receptions at [ecce art + yoga gallery](#), the e-newsletters give people up-to-date information on what's going on Downtown. The Downtown Community Partnership has seen an increase in the amount of subscribers by ten times from 2008. Their highly trafficked website, www.fmdowntown.com, is a vital tool for the public and participants of events to upload registration forms and be informed of "happenings" Downtown.



Transportation

Recently, [Metro Area Transit \(MAT\)](#) which is headquartered in Downtown Fargo, announced the delivery of six 2010 New Flyer buses, collectively valued at almost \$2.3 million, which will be used on its fixed routes throughout the Fargo-Moorhead metropolitan area. Five of the buses are owned by the City of Fargo and one by the City of Moorhead. The delivery of these new buses brings the total number of vehicles in the MAT fleet to 37 fixed route and 14 Paratransit vehicles. MAT also received funds through ARRA to purchase additional bus passenger-waiting shelters, a new electronic farebox system, maintenance equipment and passenger information display kiosks. [Metro Area Transit \(MAT\)](#) is the largest rideshare program in the area, offering 25 fixed routes in Fargo, ND; Moorhead, MN and West Fargo, ND, in addition to Paratransit demand-response services. In 2009, a record 1.9 million rides were provided on the MAT fixed route system.



In May 2010, the [City of Fargo's](#) first on-street, striped bike lane opened on 4th Avenue North between 2nd Street and Broadway. The intent was to provide another option for safe alternative transportation in the community. This is the first bike lane in the City and will become part of an entire bicycle transportation network. The [City of Fargo](#) has a designated section in Downtown on Broadway known as a Bicycle/Pedestrian Safety Zone. The zone includes Broadway's street and sidewalks and extends from 6th Avenue North to NP Avenue.

Innovation

[Kilbourne Group](#), a collective team led by Doug Burgum that is committed to inspiring and supporting the redevelopment of Downtown Fargo, is giving prime Downtown Fargo retail space-free of charge-for one year to Outermost Layer, winner of the 2010 Innovate ND In the Zone Award. [Kilbourne Group](#) is the sole sponsor of the In the Zone Award, which is new this year to the Innovate ND program. [Innovate ND](#) is a statewide economic development initiative designed to help entrepreneurs turn business ideas into functional businesses. It is coordinated by the North Dakota Department of Commerce, the UND Center of Innovation and the NDSU Research and Technology Park. As the In the Zone Award winner, Outermost Layer will receive 2,000 square feet of prime downtown Fargo retail space-valued at \$32,000-at no cost for one year. Burgum said. "Our vision with the In the Zone award is to offer a significant incentive prize that helps innovative retail entrepreneurs be discovered."

The next 10 years look very optimistic for opportunities with Riverfront development, parking and continuation of historic preservation in buildings and the appointment of Mike Hahn to lead the community into the next phase of Downtown Fargo-Moorhead's development and progress.

For more information on the Downtown Community Partnership and Downtown Fargo-Moorhead, go to: www.fmdowntown.com.