

July 23, 2025



That's a Wrap: Thank You for an Incredible Downtown Fargo Street Fair

Hello Downtown Community,

The 49th Annual Downtown Fargo Street Fair is officially in the books, and wow, attendance was up more than 10% from last year!

Thanks to the remarkable efforts of our businesses, partners, volunteers, and city teams, we welcomed well over 100,000 visitors to the heart of Fargo over three amazing days.

Reclaiming the Spirit of Downtown

This year, our DCP team and board took seriously the challenge we put on ourselves to make sure the Street Fair also highlighted our local storefronts. For years, the fair has brought new faces and big energy downtown, but somehow the focus on our own businesses got lost in the shuffle. I'm proud to say we've started to reclaim that priority.

From sidewalk sales and storefront booths, to creative promotions and sidewalk stands, many businesses leaned into the Street Fair and saw the results. Several shops and restaurants reported record sales days, and many were able to introduce their brand to thousands of new customers.

Our Community in the Spotlight

You may have seen [The Forum's coverage this morning](#): "Downtown Fargo business owners celebrate 'extreme' foot traffic boost from street fair." Elizabeth Moore at Mooreoki described it perfectly: "I love doing street fair. It's my biggest show of the year. It's almost like my Super Bowl." Sally Loeffler at Beyond Running shared that it's "one of our favorite weekends of the year"—not just for the sales, but for the chance to connect with new and old customers alike.

It was wonderful to see the sense of community, family, and pride that radiated from each business, each booth, and each visitor. Our businesses are the heart of downtown, and events like the Street Fair give us a chance to show just how vibrant, creative, and resilient Fargo can be.

A Huge Thank You to Our Partners

A special thank you goes to the Fargo Police Department. Their presence was visible, proactive, and collaborative, helping ensure a safe, fun, and smooth event for all. We know there is still more work to do to keep improving the downtown experience, but we're grateful for the progress we've made together.

None of this would be possible without the tireless behind-the-scenes effort of our DCP team—Sarah Kraft, Rylee Offermann, Elle Sorenson—along with Victor Heitkamp and the entire BID crew, and the many volunteers and partners working behind the scenes. And of course our generous sponsors, like Marvin, who helped us activate Broadway Square with 24 acts by local community groups, fitness classes, and live music. The Street Fair is truly a team effort.

Looking Ahead: The 50th Anniversary

Next year will mark the 50th Downtown Fargo Street Fair. That's a remarkable legacy, and a once-in-a-generation opportunity to celebrate everything that makes our downtown special. Every business is unique, and each one experiences the fair differently. But together, we have a chance to make the 50th a milestone that brings even more visitors, creates lifelong memories, and sets the tone for the next 50 years of downtown success.

If you have ideas, feedback, or want to get involved as we plan the big anniversary, please reach out to me directly at

Rocky@DowntownFargo.com. We're committed to building on this year's momentum and making downtown even better for all.

Thank you for embracing the Street Fair, for working together, and for showing off our community to thousands of new faces.

See you downtown!

With gratitude,

Rocky Schneider

Executive Director

Downtown Community Partnership

