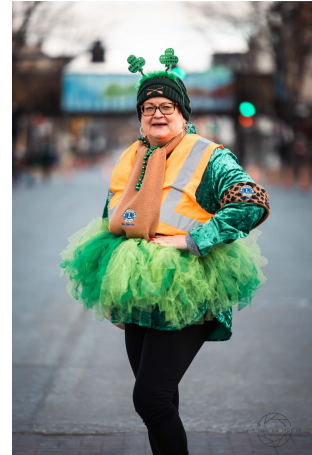


## DCP has a New Spring in its Step!

If you are like me, the traditions of spring breathe a new life into you after a long Fargo winter. This year the DCP is looking to breathe some new life into Downtown as well. First, I want to thank everyone Downtown for the support of St. Pat's Parade. Watching Downtown transform from its normal daily routine into a day-long place of celebration allowed us to host one of the largest St Pat's and take advantage of the night's festivities smoothly and safely.



Fargo is currently hiring a 2<sup>nd</sup> Mobile Outreach team that will be specific to Downtown. The plan is for a 2-person team to work 10am-6pm that can build relationships with businesses in addition to those who spend time Downtown. This will allow for quick and effective reaction times when needed, but also allow for additional prevention opportunities. Look for more information in the coming weeks from the DCP and the City.

Broadway Square has elevated the flow of Downtown and the DCP is excited to be taking over the administration of the Square this summer. This partnership with Fargo Parks, City of Fargo, and Block 9 Partners will ensure that Broadway Square remains a vital and activated space for everyone to enjoy. The DCP will also be partnering with Folkways to assist in bringing a little of their magic to the administration of Broadway Square. I cannot be more excited to see the evolution of the square continue as we expand the potential of what this means for Downtown and the City.

## Downtown Fargo Street Fair July 18-20!

Over the last several months, I've had the privilege of engaging with many of you to understand the diverse perspectives about the surge of visitors that come to Downtown for the Street Fair. These conversations have been invaluable, shedding light on what has historically worked to amplify business activity during the fair and what hasn't. As I have been

in communications with other Downtowns on how they make the most of their



similar events, we will be sharing additional insights and strategies to encourage our downtown businesses to think creatively about leveraging this incredible opportunity. Stay tuned for actionable tips on maximizing your business's visibility and profitability during one of our community's most anticipated events!

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