Our organization has evolved over our 38-year history and our work has pushed the boundaries of preservation. As we continue engaging and growing with our community and established partners, we have landed on a new, distinctive name that better reflects who we have become and where our future is leading us.

Rethos is who we are. Places reimagined is what we do.

At the foundation of our new name is the Greek word ethos, the spirit of a culture or a community manifested by its beliefs and aspirations. “Re” encapsulates the breadth of our work in its simplest, most flexible form. We reimagine, rehabilitate, revitalize, repurpose, rekindle, restore, reconnect, reuse, and reinvest.

We believe communities flourish when we reuse old buildings, celebrate our cultures and histories, and support small businesses. Rethos captures and affirms this idea allowing us to more effectively reach new communities, people, and places, and to continue to pursue the important work that aligns with our core values and programs.

- Rethos Main Streets empowers business owners, artists, and civic leaders to revitalize old buildings and downtown districts.
- Our Education program connects homeowners to the tools, resources, and experiences they need to take good care of their older homes with confidence and pride.
- Our policy work at the State Capitol, along with our Real Estate Partnerships encourage greater investment in historic buildings across the state.

Our unique approach is how places and communities are reimagined. This work starts at home, then spills out to our block, our neighborhood, our city and state, until it covers our entire region with no boundaries or limits.

As an invaluable part of the Preservation Alliance of Minnesota, we now welcome you as part of Rethos: Places Reimagined. We are excited to start this next chapter of our journey and look forward to sharing it with you along the way. Thank you for all your support then and now.

Sincerely,

Doug Gasek
Executive Director
RETHOS: Places Reimagined