

**Winona’s Transformation Strategy Implementation Plan (2020-2023)**

**Transformation Strategy:** Dining & Nightlife

**Goal:** We will grow Downtown foot traffic between the hours of 5-9 on weekdays by increasing the number of businesses that stay open past 5 p.m. and increasing/diversifying the amount of dining options available.

**Timeline:** 2020-2023

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| **Downtown Development** | **Beautification** | **Retail** | **Steering Committee** |
| Action Plan (Purpose + Intended Outcome):  **-Gather and track data on downtown business owners (and how Main Street can better help them), and community members (and what businesses they’d like to see Downtown)**  **-Assist with the creation of a new Downtown Business Association to help build comradery amongst Downtown leaders and stakeholders**  **- Hold regular, informal networking sessions for Downtown Business owners to build comradery and regular communication among downtown stakeholders** | Action Plan (Purpose + Intended Outcome):  -**Work with the City on making Downtown easier to navigate by increasing signage for better visibility of parking (and its restrictions/availability).**  **-Work with the City and Businesses on making downtown a more aesthetically attractive environment so downtown is a more enticing place for people to spend time in the evening** | Action Plan (Purpose + Intended Outcome):  **-Change people’s perception and mentality of downtown Winona by highlighting the positive things happening now and in the next 3 years**  **-Encourage more businesses to stay open past 5 p.m. on weekdays**  **-Host Downtown events during the evenings on weekdays** | Action Plan (Purpose + Intended Outcome):  **-Assist the other three committees in working toward the transformation strategies identified**  **-Oversee progress toward transformation strategies identified** |
| How success will be measured:  **-Tracking data gathered from meetings with business owners, community members**  **-Tracking numbers of downtown foot traffic, attendance of networking sessions**  **-Gathering input on impact having a Downtown Business and Association has on Downtown** | How Success will be measured:  -**Yearly survey of community members asking what their experience is *going* downtown, specifically how easy it is to find businesses and parking.** | How Success will be measured: -**Increase in promotional material, survey results each year to obtain pertinent information on community’s perception of downtown Winona** | How Success will be measured:  **- Setting measures for success and tracking the progress (data gathered by other three committees) over the next three years** |
| Project Lead/Partners Identified: **Downtown businesses, Winona Port Authority (EDA),** | Project Lead/Partners Identified: **City Council, Winona Port Authority, Business Owners, Winona Creative Laureate(s), Area Artists** | Project Lead/Partners Identified: **Winona Chamber, Winona Port Authority, Visit Winona** | Project Lead/Partners Identified:  -**Stated in previous three columns** |

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| **Resources Needed (Funds, volunteer hours, supplies):** Grants, at least 200 *total* volunteer hours/year, private/public partnerships with Main Street |

**Transformation Strategy:** District Workers & Residents

**Goal:** Make downtown a more appealing for district workers to spend time after work and a more appealing/feasible place to live

**Timeline:** 2020-2023

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| **Downtown Development** | **Beautification** | **Retail** | **Steering Committee** |
| Action Plan (Purpose + Intended Outcome):  **-Communicate/work with members of Winona Landlord Association on a regular basis to gather data and assess/develop ways Main Street can better serve as a resource for Downtown landlords**  **-Work with the City of Winona and Downtown Landlords on developing the existing Façade Program (to enhance it and make it easier for building owners/landlords take advantage of)** | Action Plan (Purpose + Intended Outcome):  -**Work with the City and Businesses on making Downtown easier to navigate by increasing signage for better visibility of parking (and its restrictions/availability).**  **-Work with the City and Businesses on making downtown a more aesthetically attractive environment so downtown is a more enticing place for people to live, patronize and/or open a business** | Action Plan (Purpose + Intended Outcome):  **-Turn Downtown Winona into a place people want to patronize/spend time in the afternoon/evening hours**  **-Encourage more businesses to stay open past 5 p.m. so district workers/residents *can* spend time downtown after work** | Action Plan (Purpose + Intended Outcome):  **-Assist the other three committees in working toward the transformation strategies identified**  **-Oversee progress toward transformation strategies identified** |
| How success will be measured:  **-Tracking information/data gathered from meetings with landlords**  **-Implementation of Façade Program** | How Success will be measured:  -**Yearly survey of community members asking what their experience is *living* downtown, specifically how easy it is to find businesses and parking.** | How Success will be measured: -**Tracking downtown foot traffic numbers year over year** | How Success will be measured:  **-Setting measures for success and tracking the progress (data gathered by other three committees) over the next three years** |
| Project Lead/Partners Identified:  -**Winona Landlord Association, Port Authority,** **area developers/contractors** | Project Lead/Partners Identified: **City Council, Port Authority, Business/Building Owners, HPC, Creative Laureate, Area Artists** | Project Lead/Partners Identified: **Winona Chamber, Winona Port Authority, Downtown Business Owners** | Project Lead/Partners Identified:  -**Stated in previous three columns** |

**Resources Needed (Funds, volunteer hours, supplies):** Same as Dining & Nightlife transformation strategy