



Winona’s Transformation Strategy Implementation Plan (2024-2026)

Transformation Strategy: Cleaning & Beautification

Goal: We will continue to enhance areas we’ve worked on improving as well as identify other areas of opportunity for aesthetic improvements throughout downtown. We will determine the best ways to implement enhancements by considering what will best serve those who live and work in downtown, as well as a feasible process for maintaining improvements.

Timeline: 2024-2027

Economic Vitality	Design	Promotion	Steering Committee (Organization)
Action Plan (Purpose + Intended Outcome): -Connect with 5 business owners regarding what design improvements would help their success -Advocate (when necessary) for the identified improvements -Brainstorm funding for improvements -Volunteer time to assist with at least one clean up	Action Plan (Purpose + Intended Outcome): -Determine and prioritize design needs in the downtown corridor (walkability, information, aesthetics, etc.) -Establish steps to implementing design needs in downtown	Action Plan (Purpose + Intended Outcome): -Educate Main Street’s audience on purpose and goals of the program -Highlight improvements in downtown in various media channels	Action Plan (Purpose + Intended Outcome): -Review tracking documents on a quarterly basis -One Steering Committee member on each sub-committee -Have one Main Street related conversation outside of committee meetings
How success will be measured: -Track conversations had with business and property owners regarding design improvements -Track progress of said improvements -75% Committee member presence at clean-ups	How Success will be measured: -Master list of determined opportunities for improvement and necessary steps -Tracking the execution of necessary steps	How Success will be measured: -4 Educational or improvement update posts a year in at least one media channel (Facebook, Instagram, eNewsletter, Letter to the editor, table at events, etc.)	How Success will be measured: -Agendas to note reviewing tracking documents -Reports from sub-committee member each Steering meeting -Report from members on Main Street conversation - 75% Steering committee member presence at meetings and other volunteering opportunities
Partners Identified: Downtown businesses, Winona Port Authority (EDA)	Partners Identified: City Staff, City Council	Partners Identified: news media	Partners Identified: -Stated in previous three columns

Resources Needed (Funds, volunteer hours, supplies): City funds for beautification, potentially grant funds, committee volunteer time, private/public partnerships with Main Street

Transformation Strategy: Lighting Improvements

Goal: To make downtown a more accessible, safe and pleasing place for residents and workers during the darker hours.

Timeline: 2024-2027

Economic Vitality	Design	Promotion	Steering Committee (Organization)
Action Plan (Purpose + Intended Outcome): -Establish focus blocks and canvas that area to build lighting map -Connect with business and building owners to encourage support and buy-in for lighting improvements	Action Plan (Purpose + Intended Outcome): -Establish focus blocks and canvas that area to build lighting map -Develop improvement recommendation	Action Plan (Purpose + Intended Outcome): -Highlight committee and community volunteer involvement in working on improvements -Educate audience on process and progress toward goals	Action Plan (Purpose + Intended Outcome): -One Steering Committee member on each sub-committee -Have one Main Street related conversation outside of committee meetings
How success will be measured: -Complete lighting map in 2024 -Build list of supporting businesses (note nature of conversation) -Present findings and recommendation to City	How Success will be measured: -Complete lighting map in 2024 -Present findings and recommendation to City	How Success will be measured: -At least 4 pieces of media a year covering volunteer engagement and/or project progress (Facebook, Instagram, eNewsletter, Letter to the editor, table at events, etc.)	How Success will be measured: -Agendas to note reviewing tracking documents -Reports from sub-committee member each Steering meeting -Report from members on Main Street conversation
Partners Identified: -City Staff, Business & Property owners	Partners Identified: City Staff, City Council, Port Authority	Partners Identified: news media	Partners Identified: -Stated in previous three columns

Resources Needed (Funds, volunteer hours, supplies): Same as Cleaning & Beautification transformation strategy