



# WINONA MAIN STREET PROGRAM

A City and Chamber Partnership

## So, why join the Winona Main Street Program?

1. We actually do things. Being part of Main Street means taking action!
2. We work on some really neat projects – and we get to see tangible results.
  - a. Décor
  - b. Landscape improvements
  - c. The community enjoying accessible events
  - d. And a wide variety of other things!
3. You'll have the opportunity to get training and see what fun things other Minnesota Main Street communities have to offer.
4. Honestly? We're pretty cool people. People excited to be part of what makes downtown Winona an awesome place to be.





## Winona Main Street Mission Statement:

Guided by the Main Street 4 Point Approach, the Winona Main Street Program is committed to Historic Downtown Winona being the heart of our community and region, a vibrant hub of commerce, arts and culture, recreation, and residential life.

## Winona Main Street Vision Statement:

To create a downtown where people want to be.

## Some Accomplishments

- Placed two additional benches in downtown corridor for **increased accessibility**
- **20+ new businesses** opened since 2020, including Sliced, Muddled Thyme, ClaraLouise, Fitness Mentality, Unlimited Nutrition, ATM Gymnastics, and many more
- Selected 22 recipients of Main Street Revitalization Grant funds - **\$1 million of grant funds leveraged \$17 million of private investment**
- Selected Peter's Biergarten (an incredible use of what was once an empty sand pit) as our 2022 Main Street Business of the Year



*Light Up Downtown*



*Streets & Treats*

## Notable Events

- Big Muddy Brew 'n Que community event that serves as the biggest fundraiser for the program
- Streets & Treats is a free Halloween event for families in the community to enjoy downtown
- Light Up Downtown **highlighted the efforts of students from Minnesota State College Southeast** to create holiday décor pieces to brighten downtown in the winter months
- A Shop Small Saturday promotion encouraged the community to support local shops on Small Business Saturday

## Coming Up

- A Spring downtown clean up to make sure our downtown is in top condition
- **Buildings on Main Street Conference**; April 27-28, 2023
- Additional apartment housing in an historic building to be completed





# Main Street Committees and Descriptions

Thank you for your interest in being part of a program that focuses on making downtown Winona a great place to spend time. The program is guided by the **Main Street America 4 Point Approach**. To learn more, visit <https://www.mainstreet.org/ourwork/theapproach>

## Design Committee

Learn about the **Design** pillar of the Main Street America 4 Point Approach: <https://www.mainstreet.org/ourwork/theapproach/foundationsdesign>

The Design Committee focuses on leading efforts to increase safety, walkability, and accessibility of our downtown. This committee also focuses on maintaining an aesthetically pleasing downtown environment by leveraging community partnerships for downtown cleanups, bringing in new installations (such the Light Up Downtown project), and any other beautification initiatives determined to improve the downtown space.

## Promotion Committee

Learn about the **Promotion** pillar of the Main Street America 4 Point Approach: <https://www.mainstreet.org/ourwork/theapproach/foundationspromotion>

The Promotion Committee focuses on developing initiatives that support mainly our retail and restaurants downtown. This includes coordinating events/fundraisers/promotions that benefit our growing downtown shops. It's important to highlight the role small businesses play in our downtown infrastructure as well as how shopping local is beneficial to the entire Winona community.

## Economic Vitality Committee

Learn about the **Economic Vitality** pillar of the Main Street America 4 Point Approach: <https://www.mainstreet.org/ourwork/theapproach/foundationseconomicvitality>

The Economic Vitality Committee works to understand our downtown business's strengths and weaknesses, and support their continued growth and success. This committee also keeps an accurate record of commercial spaces, both in use and available, and their addresses in the downtown corridor. This committee is responsible for maintaining the database and update it as businesses move in/out or close.







# Main Street Committee Member Benefits and Responsibilities

## Benefits

As a member of a Main Street Committee, you are an advocate for downtown and will be viewed in the community as a leader in the area of downtown revitalization. Within the committee itself, you will be viewed as an expert in your field because of the business field you represent and will be consulted with throughout your time in the committee.

## Expectations & Responsibilities

- Financial commitment - be a Friend of Main Street
  - Not applicable to employees of Friend of Main Street businesses. Member businesses can be found at <https://www.winonamainstreet.com/friends-of-main-street>
- Commit to at least one year of service
- Monthly Meeting – approximately 60 minutes
- Approx. 3-5 hours a month outside of monthly meeting (please note, some months will require less, others more)
- Attend Main Street training whenever possible & read relevant materials
- Understand and follow the Main Street Approach to downtown revitalization
- Recruit and train new members
- Cooperatively draft an annual work plan
- Forward recommendations to the Chamber of Commerce Board of Directors
- Take responsibility for projects
- Present a positive public image for the program
- Additional roles of a Committee Chair:
  - Runs Committee Meetings
  - Organizes work plans and keeps the committee on task with work plans
  - Is a spokesperson on behalf of the committee to the board and vice versa
  - Coordinates projects with Main Street staff





# Main Street Committee Member Benefits and Responsibilities

*continued*

## Track Volunteer Hours

As part of our designation, we are required to track volunteer hours, so be sure to keep track of your hours that support Main Street outside of meetings. Staff can easily count the number of hours you attend at meetings, but will need your help to identify time spent outside of meetings in support of Main Street.

### *Ideas to help keep track include:*

- Create a spreadsheet and self-monitoring
- Use a time tracking app or note on your phone
- Keep notes near your computer and report on a regular basis
- Send a brief email to Main Street staff with amount of time when you work on a project
- Verbally inform staff at committee meetings
- Make notes in your day planner or digital calendar



*Levee lights decorating crew*



*Big Muddy Brew 'n Que*

