



**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

| Downtown Development  | Beautification   | Retail  | Steering Committee  |
|---|--|---|---|
| <p>Action Plan (Purpose + Intended Outcome):</p> <ul style="list-style-type: none"> <li>-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)</li> <li>-Assist with the creation of a new Downtown Business Association to help build comradery amongst Downtown leaders and stakeholders</li> <li>- Hold regular, informal networking sessions for Downtown Business owners to build comradery and regular communication among downtown stakeholders</li> </ul> | <p>Action Plan (Purpose + Intended Outcome):</p> <ul style="list-style-type: none"> <li>-Work with the City on making Downtown easier to navigate by increasing signage for better visibility of parking (and its restrictions/availability).</li> <li>-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</li> </ul> | <p>Action Plan (Purpose + Intended Outcome):</p> <ul style="list-style-type: none"> <li>-Change people’s perception and mentality of downtown Winona by highlighting the positive things happening now and in the next 3 years</li> <li>-Encourage more businesses to stay open past 5 p.m. on weekdays</li> <li>-Host Downtown events during the evenings on weekdays</li> </ul> | <p>Action Plan (Purpose + Intended Outcome):</p> <ul style="list-style-type: none"> <li>-Assist the other three committees in working toward the transformation strategies identified</li> <li>-Oversee progress toward transformation strategies identified</li> </ul> |
| <p>How success will be measured:</p> <ul style="list-style-type: none"> <li>-Tracking data gathered from meetings with business owners, community members</li> <li>-Tracking numbers of downtown foot traffic, attendance of networking sessions</li> </ul>   | <p>How Success will be measured:</p> <ul style="list-style-type: none"> <li>-Yearly survey of community members asking what their experience is <i>going</i> downtown, specifically how easy it is to find businesses and parking.</li> </ul>  | <p>How Success will be measured:</p> <ul style="list-style-type: none"> <li>-Increase in promotional material, survey results each year to obtain pertinent information on community’s perception of downtown Winona</li> </ul>   | <p>How Success will be measured:</p> <ul style="list-style-type: none"> <li>- Setting measures for success and tracking the progress (data gathered by other three committees) over the next three years</li> </ul>   |

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| -Gathering input on impact having a Downtown Business and Association has on Downtown |   |   |   |
| 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 |

**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

| Downtown Development  | Beautification   | Retail  | Steering Committee  |
|---|--|---|---|
| Action Plan (Purpose + Intended Outcome):<br>-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<br>-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):<br>-Work with the City and Businesses on making Downtown easier to navigate by increasing signage for better visibility of parking (and its restrictions/availability).<br>-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):<br>-Turn Downtown Winona into a place people want to patronize/spend time in the afternoon/evening hours<br>-Encourage more businesses to stay open past 5 p.m. so district workers/residents <i>can</i> spend time downtown after work | Action Plan (Purpose + Intended Outcome):<br>-Assist the other three committees in working toward the transformation strategies identified<br>-Oversee progress toward transformation strategies identified |

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| <p>How success will be measured:<br/> <b>-Tracking information/data gathered from meetings with landlords</b><br/> <b>-Implementation of Façade Program</b></p> | <p>How Success will be measured:<br/> <b>-Yearly survey of community members asking what their experience is <i>living</i> downtown, specifically how easy it is to find businesses and parking.</b></p> | <p>How Success will be measured:<br/> <b>-Tracking downtown foot traffic numbers year over year</b></p>              | <p>How Success will be measured:<br/> <b>-Setting measures for success and tracking the progress (data gathered by other three committees) over the next three years</b></p> |
| <p>Project Lead/Partners Identified:<br/> <b>-Winona Landlord Association, Port Authority, area developers/contractors</b></p>                                  | <p>Project Lead/Partners Identified: <b>City Council, Port Authority, Business/Building Owners, HPC, Creative Laureate, Area Artists</b></p>   | <p>Project Lead/Partners Identified:<br/> <b>Winona Chamber, Winona Port Authority, Downtown Business Owners</b></p> | <p>Project Lead/Partners Identified:<br/> <b>-Stated in previous three columns</b></p>   |

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