

Red Wing Downtown Main Street 2019-2022 Transformational Strategies

UPDATED 2/17/2020

Items in Blue: 6/2019-5/2020 City Contract

Items in Purple: Project with Port Authority

Items in Green: Wings Funded

Items in Yellow: DTMS Funded

Items in Pink: Funded by Mini-Contracts with City

Transformational Strategy: Redevelopment

We will transform our downtown when we create high-quality housing options in our second and third story buildings.

Goal: Two redevelopment projects will happen in downtown in 36 months.

Economic Vitality	Design/Heritage	Promotion	Organization
<p>Current Activities:</p> <ul style="list-style-type: none"> ● Research redevelopment and rehab finance tools currently available ● Identify gaps in financing tools ● Elevator Study ● Parking Research 	<p>Current Activities:</p> <ul style="list-style-type: none"> ● Partnering with Port Authority for Sign and Awning Grant Program 	<p>Current Activities:</p> <ul style="list-style-type: none"> ● Maintain a website for available for sale and for lease spaces and resources 	<p>Current Activities:</p>
<p>Potential Activities:</p> <ul style="list-style-type: none"> ● Research available properties and rent levels ● Gap Analysis of services for pre-project phase 	<p>Potential Activities:</p> <ul style="list-style-type: none"> ● Install signage in vacant spaces with information about how to get more info to lease/purchase/develop 	<p>Potential Activities:</p> <ul style="list-style-type: none"> ● Downtown available spaces tour ● Create marketing pieces to help market properties that are vacant or for sale 	<p>Potential Activities:</p> <ul style="list-style-type: none"> ● Collaborate with local, regional, and state economic dev. Organizations ● Develop a team of providers that are well versed in Historic Tax Credit projects ● Provide educational opportunities to inspire and inform projects
<p>Completed Activities:</p>	<p>Completed Activities:</p>	<p>Completed Activities:</p> <ul style="list-style-type: none"> ● Develop a website for available spaces (12/19) ● Host inspirational speaker and developer panel (4/19) 	<p>Completed Activities:</p> <ul style="list-style-type: none"> ● Megan went to training for Historic Real Estate Finance (6/19)

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Transformational Strategy: Connecting the Community to Downtown

We will transform our downtown when we connect to the community in meaningful ways that encourage their love and support of our downtown.

Goal: We will host the Holiday Stroll each year, support the Fireworks, and have three public art projects in 12 months.

Economic Vitality	Design/Heritage	Promotion	Organization
Current Activities:	Current Activities: <ul style="list-style-type: none"> ● Support City Staff with Downtown Action Plan Refresh with Engagement Process ● Public Art ● Flag Program ● Banners ● Holiday Lights on Buildings 	Current Activities: <ul style="list-style-type: none"> ● Holiday Stroll 2020 ● Fiscal Sponsorship for Mississippi Alumination--4th of July Fireworks ● First-time Event grants with Port ● Support Red Wing Arts for Fall Arts Festival if requested ● Corner Drug/Walgreens Window features 	Current Activities: <ul style="list-style-type: none"> ● Sell merchandise to raise money and celebrate downtown
Potential Activities: <ul style="list-style-type: none"> ● Small Business Saturday ● Best Of Downtown Competition 	Potential Activities: <ul style="list-style-type: none"> ● Gateway from Bridge Project ● Jordan Court Redevelopment 	Potential Activities:	Potential Activities: <ul style="list-style-type: none"> ● Community Friends campaign ● Event for fundraising
Completed Activities:	Completed Activities: <ul style="list-style-type: none"> ● Mosaic Benches placed downtown 	Completed Activities: <ul style="list-style-type: none"> ● Holiday Stroll (11/19) 	Completed Activities:

Transformational Strategy: Economic Growth

We will transform our downtown when we support and recruit businesses to our downtown.

Goal: We will support the expansion of one business and recruit two additional businesses to downtown in 24 months

Economic Vitality	Design/Heritage	Promotion	Organization
<p>Current Activities:</p> <ul style="list-style-type: none"> ● Support West End District Businesses through Fiscal Sponsorship ● Support expansion efforts of local business owners ● Provide targeted educational opportunities to businesses ● Actively work to recruit new businesses to downtown ● Attend ED Partner Table Meetings ● Share contacts with City ● Tour with four potential businesses ● Participate in Port Strategic Planning as requested 	<p>Current Activities:</p>	<p>Current Activities:</p> <ul style="list-style-type: none"> ● Supporting our Partners <ul style="list-style-type: none"> ○ Co-sponsoring of events on social media ○ DTMS Partner Quarterly Meeting ○ Social Media Features of Partners ○ Develop Downtown Map 	<p>Current Activities:</p> <ul style="list-style-type: none"> ● Partnership Program
<p>Potential Activities:</p> <ul style="list-style-type: none"> ● Small Business Saturday ● Best of Downtown Promotion 	<p>Potential Activities:</p>	<p>Potential Activities:</p>	<p>Potential Activities:</p>

What Are the Four Points?



What Are Transformation Strategies?

