



Comprehensive Plan Update: Goals and Objectives Template

Definitions

Goal – A broad general statement that describes a desired outcome

Objectives - A statement (or statements) of measurable results to help achieve a goal

Strategies - Specific actions to achieve an objective (*staff to provide proposed actions for subcommittee review*)

The significance of quality of life in economic development has been evolving in recent years. Just as visitors view cities for a visit, so do businesses and potential future residents. Many themes have arisen since the beginning of our Economic Development Committee journey. Some of the top strengths identified by the Committee include “Quality of Life” with an emphasis on natural beauty and higher education, which topped the list of strengths of Winona for business growth. Others identified strengths including recreation, arts and culture, hardworking people, and a livable community.

GOAL: MARKET WINONA TO THE WORLD.

Market Winona with a unified vision and message that includes collaboration among business, workforce, education, arts and culture, and entities such as Schools and Colleges, The Chamber, Visit Winona, non-profits, healthcare and others. The message must resonate and provide the positive quality of life experience in Winona creatively.

Objective/s:

- 1) Emphasize the messaging on quality of life related to natural beauty, safety, arts, recreation, and safety, etc. **ADD VALUES**
- 2) Present the message at a high level using images that promote Winona as a safe and happy place with many amenities.

- Strategy: Interview Company that prepared great messaging for other cities.
- Visit Winona, City, Chamber and Universities should meet to agree on the messaging and marketing plan.
- Funding

Goal: Support Businesses existing and new

Winona has a diversified employment base the need to support existing and new business start-ups for position for future growth.

- Identify what needs there are retaining and growing existing businesses – housing/workforce, etc.
- What are barriers for businesses to start and/or expand here? Research and present a plan of action to alleviate barriers with partners
- Support sustainable development and identify appropriate growth. Recognizing that growth for future housing and industrial development depends land and reuse of land. Having flexibility while protecting natural areas, bluffs, and water resources is necessary to continue to grow.

Grow and Support the entrepreneurial spirit in the Winona community to grow the next generations of new businesses.

- Provide support services through a Collaborate with partners, education, business, chamber and
- Help center support is this private, is it public and who leads the effort knowing collaboration is needed.
- Food has potential with community kitchen, promoting food trucks, etc.

Focus on higher wage jobs

Objective/s:

- 1) _____
- 2) _____
- 3) _____

Encourage Development and Redevelopment/Downtown

Encourage new development and redevelopment within the City of Winona including the downtown area. Ensure the city core remains a viable option for business and economic development by encouraging development that respects the historic nature of downtown and makes the highest and best use of the limited land area.

Continue the momentum from Opportunity Winona and review projects on criteria outlined in the Downtown Strategic Plan:

Does the project bring more people to Downtown Winona?

Allow for financially feasible implementation and long-term sustainability

Meet environmental and sustainability goals for the community

Serve unmet needs

Enable accessibility and inclusivity

Support the Downtown Strategic Plan's principles of Vibrant, Accessible, Clean, and Safe

Objective/s:

4) Public Infrastructure Investment

5) _____

6) _____

Human Capital, Workforce and Housing

Housing: Maintain and increase livability and housing supply in the City of Winona so that we are an attractive place for people locating here for work, retirement, school and business. Refer to the housing subcommittee the need to develop strategies and range of tools to support a supply of housing to meet workforce needs.

When there is not enough housing affordable to workers, these workers are often forced to look for housing further out which creates longer commutes, which increases costs and makes it harder to find workers to hire.

Workforce/Human Capital: Support equity, inclusion and mobility in developing a diverse workforce. Based on trends future growth depends on newcomers and welcoming them to the Winona Community is a key. Non-profits, services etc. that can help. People must feel welcome

Collaborate with higher education, the Chamber and others on offerings for training and advancement.

Quality of Life is a key for growth and development of workforce and housing. People may choose to live anywhere with advances in technology and work at home opportunities especially for post-college graduates. See investment in amenities.

Goal: _____

Objective/s:

1) _____

2) _____

3) _____

Technology for Economic Development

Technology encompasses a huge body of knowledge and tools that have a purpose of connectivity that is essential to economic growth and development. Winona needs the technology capacity for data and communication make our city a place for excellent business and employment.

Access to Wi-Fi, 5G, 6G and beyond throughout Winona and measure to assure it is working for all

Incorporate technology infrastructure/ecosystems in new business and industrial development.

Better technology has led to further research into nearly every sector of business and science, meaning businesses can benefit from all sorts of technological advancements.

Information technology is a key element in the success and growth of business, trade and job market growth, allowing businesses to share information.

Objective/s:

- 1) _____
- 2) _____
- 3) _____

Continue to invest in recreational and cultural amenities

The importance of quality of life considerations and recreational amenities impact Economic Development. Winona should be the place businesses and people want to be.

Continue the efforts in Winona that have increased outdoor space and trails

Provide a higher level of recreational and cultural opportunities

Downtown and Riverfront should be a focus for recreational opportunities.

Second phase of Levee Park, levee improvements

Arts and culture -related industries, also known as “creative industries, help to improve quality of life in addition to stimulating the local economy through tourism. In addition, they enrich local amenities attracting people to live in the community.

- 1) _____
- 2) _____
- 3) _____

Partnerships

Relationships with education, government, business, and people are all necessary to have a cohesive plan for growth.

Focus on community volunteerism

Recognize the interconnection between Winona's non-profits and the community. Help connect people to resources

People want to be in a community where neighbors help one another

Objective/s:

1) _____

2) _____

3) _____