



Downtown Menomonie

Wisconsin Main Street Program

Resource Team Report Summary

Spring 2016

Main Street of Menomonie is collaborating with the City of Menomonie and a number of community partners to spearhead continued downtown redevelopment and revitalization. In January of 2016, a resource team from the Wisconsin Main Street program visited Menomonie to provide an outside perspective to assist in guiding future downtown revitalization efforts.

This resource team proposed strategies and recommendations for action, based on input gathered from local stakeholders and extensive research. The recommended course of action builds on local assets, emerging opportunities, partnerships, and Main Street of Menomonie's continuing momentum from over the past twenty-five years

Revitalization efforts will follow the Main Street Four Point Approach, a proven formula for improving downtowns across the nation. These four points are:

1. **Design** of the built environment, signage, streetscape, public spaces, and other visual aspects of the downtown
2. **Economic Vitality** or the process of helping to strengthen and expand the downtown's economic base
3. **Organization** of broad based local support and leadership, membership, and fundraising
4. **Promotion** to market downtown as a center of commercial and social engagement

The following core actions were recommended by the resource team:

ECONOMIC DEVELOPMENT

- Increase the size of the downtown's trade area
- Provide business support to retain and grow existing businesses
- Support new business activity through entrepreneurial support activities and business cluster development
- Establish downtown as a quality residential destination

MARKETING AND PROMOTION

- Communicate promotion objectives
- Enlist and engage promotion partners
- Develop and implement a new branding system for downtown Menomonie
- Market downtown Menomonie through multimedia channels and branding system extensions
- Stage and support downtown events

ORGANIZATION

- Create targeted strategies and apply tools to: assess the organization's volunteer needs, recruit volunteers, and engage and recognize volunteers
- Develop and implement an annual fundraising plan and work to diversify the organization's income stream

DESIGN

- Promote, guide, and incentivize quality improvements to downtown buildings and facades
- Collaborate with the City of Menomonie to identify and address maintenance needs, and to recognize improvements made by individuals
- Work with businesses, UW-Stout students, and/or other partners to enhance merchandizing and window displays
- Encourage the City of Menomonie to create provisions to allow outdoor café seating and outdoor merchandising
- Improve the downtown's parking signage and parking management systems
- Create additional landscaping and lighting in parking lots
- Encourage and accommodate alternative modes of transportation (i.e.: bicycles, scooters, bus/shuttle)
- Explore and promote opportunities for a downtown hotel, including possibilities for redevelopment of a historic building

Main Street of Menomonie requested that the resource team place a special emphasis on design, particularly that of streetscape concepts. The team's recommended concepts are shared below:



1. Temporary Parks/Parklets

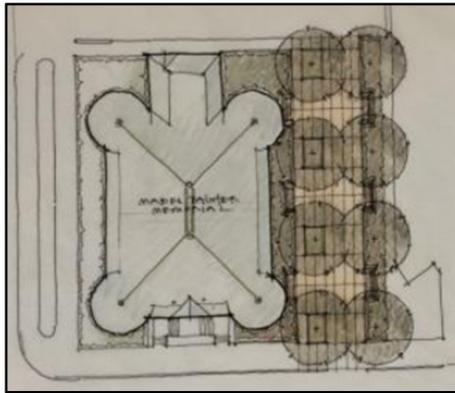
- Creates downtown vitality, especially during the off-season
- Softens the street scape
- Provides potential for revenue enhancement



2. Parking Enhancements

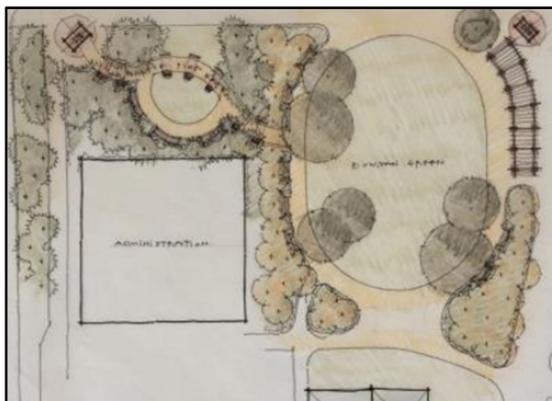
- Improves gateway entrances
- Enhances the pedestrian experience
- Potential parking deck with shell of commercial space on exterior

The resource team also provided input on landscaping and streetscaping at four elements of downtown Menomonie. These elements are listed below:

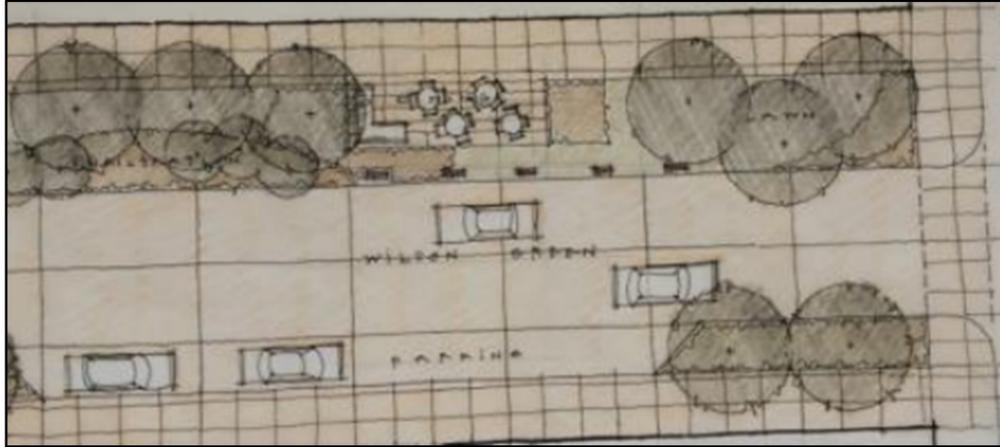


1. Court yard between the Mabel Tainter Theater and the Menomonie Post Office
 - Results in a more gracious neighbor to the centerpiece of downtown Menomonie
 - Provides quality pre-function space
 - Accommodates loading and parking, for theater as needed

2. Lake Shore Promenade
 - Seating with definitive separation from street and organized to encourage lingering
 - Limited foreground focus in order to keep lake view prominent



3. Clock Tower Plaza and White Pine Walk
 - Uses landscape elements to shape the space
 - Establishes the plaza as the nexus between downtown and the campus
 - Accommodates events and programming



4. Wilson Avenue Green

- Envisions Menomonie's greenest street: an example of a street designed to accommodate human activity with an orientation to sustainable practices
- While most of downtown Menomonie is characterized by its history, the Wilson Avenue Green offers a progressive signature as a seam between downtown and the university campus

The resource team provided implementation strategies to assist Main Street of Menomonie in reaching the recommended goals for downtown revitalization. They are as follows:

Goal One: Enhance Downtown Menomonie and Main Street of Menomonie Image and Brand

Short Term Objectives:

- Establish a purpose and objective for each event that can be measured and communicated
- Create and deploy a downtown branding system
- Develop and use collateral materials and visits to inform and engage businesses in events

Long Term Objective:

- Continue creating and deploying downtown branding system
- Adopt master street scape and public space plan and incorporate in capital improvement plan

Goal Two: Increase Traffic, Engagement, and Activity

Short Term Objective:

- Create strategic volunteer recruitment, engagement and recognition program

Mid to Long Term Objectives:

- Establish a fundraising plan that supports expanded organization activity and goal and promotes director retention
- Establish parking management system including signage, design improvements, and identification of long term options for efficient use of space
- Create a coordinated marketing plan focused on consistency and brand recognition
- Enlist partner organizations to help plan and state a variety of events throughout the year

Goal Three: Encourage Business Growth

Short Term Objective:

- Publically celebrate business openings and anniversaries

Mid to Long Term Objectives:

- Conduct business retention visits annually
- Host dedicated business/consumer events to attract shoppers downtown
- Establish ordinances that support outdoor merchandising and patio cafes
- Increase coordinated and cross-marketing opportunities, including regional communications
- Hire business intern to provide dedicated services (marketing, energy efficiency, merchandising, and etc.)

Goal Four: Increase Investor and Entrepreneur Confidence

Short Term Objectives:

- Track and promote economic success (private and public investment, increased consumer spending, rental rates, occupancy)
- Create online start-up guides for new businesses

Mid to Long Term Objectives:

- Use surveys and polling to understand downtown Menomonie's market, reach, and perception
- Explore potential for co-working/incubator/maker space/pop-up program
- Identify clusters and recruit complementary businesses

Goal Five: Increase Real Estate Utilization

Short Term Objectives:

- Market available properties effectively to outside audiences
- Create visual design guidelines and provide design assistance to encourage quality existing property improvements

Mid to Long Term Objectives:

- Expand/Develop programs to support large scale property improvements downtown, including upper floor improvements
- Advocated for hotel in historic building and parking deck development
- Establish downtown as a quality residential destination