

- T- Strategy # = Transformation Strategy: Victor's Transformation Strategies are listed below, and are represented in the table numerically as:
  1. Increase the occupancy of downtown commercial buildings
  2. Position Victor as a destination to explore in every season
  3. Promote Victor as a reasonably priced, residential community where people want to live
  
- The Main Street Four Point Approach categories are abbreviated as follows:  
EV = Economic Vitality; O = Organization; \*D= Design; P= Promotion
  
- Status of Action Items is described by the following terms: Ongoing; Completed; Not Started; Program Constraint; Stopped/Removed

T-Strategy #	Objective	Action	Responsible	Budget	KPI/Metric	Timing : Q1-Q4	Priority	Four Point Approach	Status
1	<b>Bolster economic development incentives that are offered by other cities for building rehabilitations and business assistance</b>	Explore incentives other communities have used	Becky	0	Information on statewide incentives & value for Victor	Q2	P2	EV	
		Compile information & make presentation to council	Board: Bruce	0	Presentation & Council is aware	Q3	P2	EV	
1	<b>Create a business recruitment toolkit</b>	Create a fact sheet on victor (assets, cool things, factoids, parody, regional attractions)	Bruce	0	Fact Sheet Created	Q2	P1	EV	
		Review & Update Victor(RE) to show available buildings/ properties	Becky	0	Website Updated	Q2	P1	P	
		Update Web based platform & link to other resources	Becky	0	Linked/Connected	Q2	P1	P	
		Reevaluate collateral materials	Bruce	0	Recommendations drafted for enhancements	Q2	P2	P	
1	<b>Strategically target location neutral businesses (distribution, online sales, east coast partners) and businesses that are supportive of outdoor recreation industry, historic preservation &amp; service</b>	Research smaller companies evaluate trends, mission, purpose and understand their target audience, workforce requirements	Board	0	Fact Sheet compiled from Market Study	Q2	P2	EV	

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1	<b>Create a District Asset/Attribute List</b>	Compile a list of cool facts about living in Victor	Joe	0	List compiled	Q2	P1	P	
1		Design parody social media bursts to promote assets	Joe	0	1/month	Q2-4	P1	P	
1	<b>Improve our relationships and exposure to/within neighboring communities</b>	Utilize Project Pickaxe to introduce messaging	Board		Messaging created for various audiences	Q3	P1	P	
		Create branded banners/window displays to promote exposure and community Main Street Recognition	Bruce	\$1000	Banners Created/ Window opportunities identified	Q1-2	P1-2	P	
2	<b>Identify target audiences for business recruitment &amp; marketing opportunities, i.e., outdoor recreation, historians, scenic drives, business, casino escapees</b>	Create fact sheet from market analysis to include in recruitment toolkit	Board	0	Fact sheet created	Q3	P2	EV	

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2	<b>Locate Gateway signage off of the intersection of hwy 67 &amp; hwy 281</b>	Work with a graphic artist to apply existing design concept to a gateway sign, determine sign dimensions	Becky/Joe	0	Concept design created	Q1	P2	D/EV	
		Identify optimal signage location	Bruce	0	Location identified	Q1	P2	P/D	
2		Identify ownership	Mark	0	Ownership identified	Q1	P2	P/D	
2		Evaluate opportunities to secure an easement for the sign location	Becky	0	Opportunities presented to City	Q2	P2	P/D	
2		Identify sign design, material and construction costs, and potential funding options	Becky	0	Proposal drafted	Q2	P2	D/P	
2	<b>Continue to create/promote a unique aesthetic experience in downtown Victor</b>	Develop Street art	Joe	\$1000	Street Art Developed	Q2-3	P2	D	
		Host 6 movie nights in the Plaza	Mark	\$3000	Movie nights hosted	Q3	P1	P	
2	<b>Market Victor as a destination for other organizations to hold events</b>	Create an event destination packet	Glori/Becky	0	Packet Created	Q2	P2	P	
		Promote Victor at Trade shows/events	Glori/Becky	0	3 events attended	Q4	P2	P	
		Create collateral materials & an interactive display that will engage event participants	Glori/Joe	\$500	Display created	Q2	P2	P	

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3	<b>Promote the attractiveness &amp; simplicity of Victor as a desirable place to live</b>	Create a list of benefits of living in Victor (live in Victor Packet)	Board	0	Live in Victor Packet Created	Q3	P2	P/EV	
3		Hold annual, seasonal community-oriented activities that help to build community cohesion	Board	\$1000	Additional activities participated in	Q4	P3	P	
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3	<b>Work with the city to identify obstacles/changes needed to deliver different short term and permanent housing options</b>	Explore incentives to encourage housing development	Becky	0	Presentation made to City staff	Q4	P3	EV	
		Assist the City in completing a housing needs assessment	Becky			Q4			