

Transformation Strategy Worksheet

Instructions

1. Reference your assigned Transformation Strategy based on your Room/group number.
2. Develop a broad goal for the strategy and a measurable objective.
3. Develop measurable actions that will be implemented through the Main Street Approach™.
4. Decide how you will share the impact of your work with various stakeholders.

Definitions

Transformation Strategy: Generated through meaningful community engagement and informed by an analysis of the district's market position. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

Goals: What are you trying to achieve with your strategies? Goals are broad, general, abstract.

Objective: For what purpose? Why are you trying to achieve your goal? "To ____." Objectives are precise, tangible concrete and measurable.

Actions: How are you going to achieve each goal and objective through the four points of Economic Vitality, Design, Promotion, and Organization.

Measures: A number, a timeframe, or a percentage.

Example:

Strategy: *To be the hub of life-long learning and education for the region.*

Goal: *Offer life-long learning opportunities downtown for retired adults.*

Objective: *Increase the retiree consumer market by 150 weekly downtown visitors.*

Economic Vitality Action: *Recruit a community college satellite operation to dt. by December 2022 and offer 10 life-long learning opportunities a week at the facility.*

Design Action: *Partner with the City to make improvements by June 2023 to the West Avenue public parking lot and promote the lot as free parking for retirees on the promotional materials.*

Promotion Action: *Offer Wine-Down Wednesdays downtown for Seniors during the fall, 2022.*

Organization Action: *Partner with 3 agencies by January 1, 2023, that work with retirees to survey interest in life-long learning and their needs, regarding downtown.*

Assigned Strategies:

Room 1: Center of Arts & Culture

Room 2: Hub of Agricultural Economic

Room 3: Center of Apparel Goods & Services

Room 4: Center of Education & Lifelong Learning

Room 5: Crossroads to Exceptional Outdoor Recreation

Room 6: Hub of Dining & Entertainment

Strategy				
Goal				
Measurable Objective(s)				
Actions	Design	Organization	Economic Vitality	Promotion
Impact Sharing				