

Downtown Shakopee

2017 Program of Work



8th February 2017
EDAC Meeting | 7:00 PM

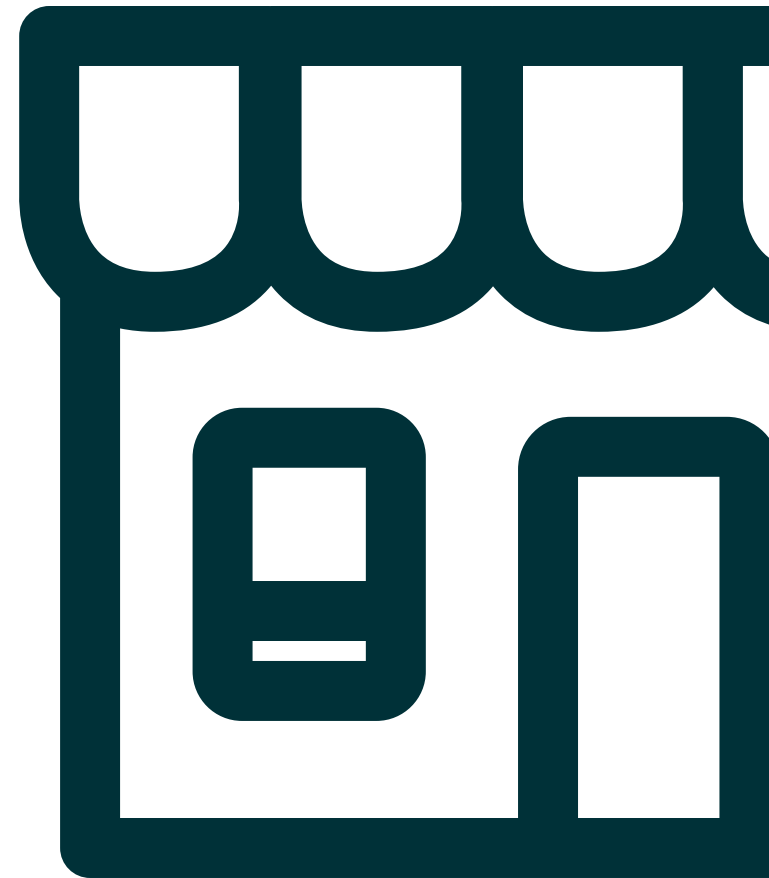
WHY FOCUS ON THE DOWNTOWN?

City's Mission:

"To provide the opportunity to live, work, and play in a community with a **proud past, promising future, and small-town atmosphere** within a metropolitan setting."

City's Vision:

"Where a **vital and historic downtown anchors an active riverfront district**; and where the Minnesota River serves as a beacon for residents and tourists."





OUR PROGRAM IN 2016



10 Events
3K attended
\$13K invested



15K reach
2.8K web views



\$90K Budget
\$25K from City

1 of 7 MN programs designated through the state's Main Street Program.
1 of 3 nationally accredited for Minnesota.



THE REFRESH APPROACH

2017 PROGRAMS

The goal is to focus on outcomes, rather than the process.

The Main Street program will commit to ***two to three transformation strategies*** and organize its work around those strategies. They will be rooted in a thorough understanding of the district's existing assets and economic potential, and will combine a focus on those actions needed to spur ***long term, sustainable change in a district***



STRATEGY #1

SUMMER CONCERT SERIES

Sounds of Summer is a 5-week, outdoor, concert series taking place every Wednesday night from 6-10 pm, in the months of July and August. The event is a collaborative effort lead by Downtown Shakopee.

Goal

- Create a vibrant festival atmosphere bringing together families, community members, and adults alike.
- Encourage residents and visitors to explore Downtown Shakopee and the community as a whole, by providing local food and craft vendors, as well as local retail vendors.

Event Details

- Local musicians take the stage at 6 pm, with our regional headliner at 7 pm
- Event will include: (1) kids activities, (2), food and brew vendors, (3) retail vendors, (4) bag toss, (5) face painting
- Musical acts ranging from cover bands, country rock, rock and roll, reggae and more.





2600

est. weekly attendance

\$5,353.21

Spent each week
at concert

300K

total media
impressions

5

Regional
bands

25

Local businesses
involved

20

Hours of live
music



STRATEGY #2

BEAUTIFY THE DOWNTOWN

Work with key partners and existing downtown businesses to ensure the beautification and success of our commercial business district.

70% of first-time sales
are generated by customers drawn
by the building's appealing exterior

- Market the Facade program in partnership with the City
- Host monthly round table workshops on pertinent topics
- Work with the City to promote the beautification efforts



Thank You!

