

**Chaska Downtown Special Service District
STRATEGIC PLAN 2021-26**



CHASKA DOWNTOWN VISION 2026

The Visioning process looks out into the foreseeable future and imagines what is possible. The team from the DT Chaska Special Service District has been trying to answer the question 'how could we be our best self?' During the 2021 retreat the long-term, vision was narrowed to what is possible in the next five years.

CREATING EVENTS



In 2026 Downtown Chaska is a recognized, Year-Round Events Destination



In 2026 Downtown Chaska Rec Activities draws Local, Regional, National and International Visitors



In 2026 Downtown Chaska has Unique and Diverse Attractions

ENCOURAGING BUSINESS DEVELOPMENT



In 2026, Downtown Chaska has Full, Beautiful, Historic and Quaint Storefronts



In 2026, Downtown Chaska is a Full-Service Destination



In 2026 Downtown Chaska has Unique and Diverse Attractions

ENHANCING COMMUNITY & LIVABILITY



In 2026 Downtown Chaska is a Great Place to Live, Work and Play



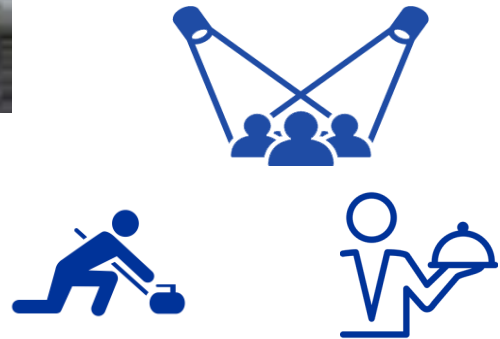
In 2026 Downtown Chaska is Safe and Easily Accessible

CREATING EVENTS



Creating Events

This strategic direction is designed to build off the many, successful events that have drawn people to Downtown. Music, art, and festivals come to mind when organizing around this theme.



First Year Actions

1. Ideation Event (Summit) -Jen May 2021

2-Year Results

1. New successful event
2. Casting wider "Net"
3. New Attractions
4. Sponsorships for larger events
5. One-Stop Community Calendar (Park and Rec, Chamber, Arts Downtown, Historic Pres., HRC, Library, Chaska Cubs)

Encouraging Business Development



Encouraging Business Development

The Downtown Special District leaders recognize that a thriving downtown will require new businesses, attractive spaces, and events that make coming to Downtown fun and inviting.

First Year Actions

1. Highlight success stories—Jen (Nov 2021)
2. Econ Dev Flyer—Jen (Nov 2021)
3. Have an invite to action (join Downtown group) on website—Jen (June 2021)
4. Meet with existing and potential investors and stakeholders—Rick (Apr/May 2021)
5. Identify entry barriers (SAC/WAC) - Nate (Mar 2022)
6. Organize clean up day—Mel (Apr/May 2021)
7. Show support as needed at City Council meetings (Earnst House) - Dan (Sept/Oct 2021)

2-Year Results

1. New quality investors for Biz/Econ development
2. Fewer vacancies and abandoned properties
3. More restaurants (choices)
4. Businesses that can “feed off” of others success
5. “Look the Part” Historic, Quaint, Beautiful
6. Earnst House is wonderful

ENHANCING COMMUNITY & LIVABILITY



ENHANCING COMMUNITY & LIVABILITY

To make Downtown more livable and more community like, strategies to enhance arts, the look of Downtown, and drawing people who will stay overnight were emphasized.



First Year Imperatives

1. Marketing and Communication “41 and Beyond!”-Jen (Sep 2021)
2. PASEO—Back Door to Dev individuals need to be engaged (Art, Clean-up, etc..)- Nate (Nov 2021)
3. Recruit more members to our group—Steve (May 2021)
4. Have a liaison from Arts Group attend our meetings—Jen (May 2021)
5. Conversation with hotel owners— Krista (May 2021)
6. Share strategic plan w/ City Council- include support for phase II—Dan (Nov 2021)

2-Year Results

1. *Perception of a thriving destination*
2. *New Street Scope*
3. *Way-Finding signage*
4. *Partnering with CC Arts Consortium*
5. *Hotel is active, engaged*
6. *More places to stay*
7. *Phase II process identified and scoped*
Discussions on housing also include a broader discussion on living wage (context)