

Strategy Board for the Vinton, VA Economic Restructuring Plan

Strategies	Priority One 2010-2011	Priority Two 2012-2013	Objectives
Telling Vinton's Story: Marketing Strategy	<ul style="list-style-type: none"> ▪ Launch a new Vinton brand. ▪ Implement standards townwide for logo system. ▪ Implement new letterhead. ▪ Launch logo system for events in Vinton. ▪ Create downtown shopping and dining guide. ▪ Create a new residents welcome package ▪ Redesign and refocus the Town of Vinton website. 	<ul style="list-style-type: none"> ▪ Implement wayfinding program for entire town. ▪ Implement new gateway signs. ▪ Purchase and install new banners. ▪ Continue to roll out collateral material with the Vinton brand. 	<ul style="list-style-type: none"> ▪ Establish a clear brand image for Vinton. ▪ Use this image to convey what Vinton is to residents and the local market. ▪ Use this image as a toolbox for reinforcing pride, existing business marketing, new business recruitment, and eventual visitor marketing.
Bringing Investment, Bringing People: Recruitment Strategy	<ul style="list-style-type: none"> ▪ Consider marketing matching grant or coop program for existing businesses to deploy Vinton brand. ▪ Explore co-op garden center at Farmers Market. ▪ Deploy a Vinton Dines campaign to promote restaurants in the community. ▪ Revise land use regulations to foster mixed-use development downtown. 	<ul style="list-style-type: none"> ▪ Consider expanding façade program to include “change of use” grant. ▪ Pursue additional catalyst developments downtown to encourage regular foot traffic. 	<ul style="list-style-type: none"> ▪ Continue to recruit additional retail and dining to downtown Vinton. ▪ Complement retail with additional professional services/offices. ▪ Consider catalyst projects to entice visitors and develop a “centerpiece” to Vinton’s offerings.
Downtown Living: Housing Strategy	<ul style="list-style-type: none"> ▪ Create a new residents welcome package. ▪ Explore tax credit renovation of Old High School. ▪ Pursue mixed-use projects on selected sites that incorporate residential uses as well. 	<ul style="list-style-type: none"> ▪ Implement successful residential projects downtown. 	<ul style="list-style-type: none"> ▪ Encourage additional residential development as part of mixed-use projects in downtown Vinton. ▪ Recruit a senior living development to Vinton.
Getting the Job Done: Organizational Strategy	<ul style="list-style-type: none"> ▪ Continue affiliation with Virginia Main Street program. ▪ Create a volunteer organization for events, downtown promotion, and revitalization. ▪ Create a dedicated Economic Development Coordinator position to oversee and manage ongoing development efforts. 		<ul style="list-style-type: none"> ▪ Foster a business friendly reputation in Vinton while encouraging quality investment that will reap long-term rewards for the community. ▪ Create an organizational framework to channel initiatives and promote downtown as a destination.