

Opportunity Winona

City of Winona

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[Edition 1, Volume 1]

Quarterly Newsletter *Welcome to Opportunity Winona*

Welcome to the first edition of the quarterly “Opportunity Winona” newsletter. Opportunity Winona began in November of 2015 as a partnership between the Port Authority of Winona, the Winona Chamber of Commerce, Downtown Main Street and a host of supporters. Opportunity Winona is a public/private partnership that is investing in a community initiative to bring new growth in an energized Downtown Winona. It is a coordinated way to create new jobs, new retail, and new places to meet and live that will bring a new energy to our downtown. To kick off the project, Port Authority Commissioners

made a commitment of \$250,000 in funding. These funds can be used for some of the “soft costs” that are always difficult to put in a budget. These can include: feasibility studies, environmental review, engineering costs, legal fees for development contracts, even matching monies for grant applications. These funds will prove valuable to keep projects moving forward on a timely basis. Since the kick off, the Port has fielded numerous inquiries from several developers on projects that would prove to be a great fit for our downtown.



Tools to Implement Opportunity Winona •••

The \$250,000 earmarked by the Port for Opportunity Winona is meant to serve as “seed money”. As we work on moving larger scale public/private partnership projects forward, Port and City Staff will seek to tap other resources. Port Staff has taken the opportunity to talk with representatives from the State on programs that might help us implement our plan. There are a number of programs that are designed to help in the development and redevelopment of our downtown. The Port Authority of Winona has the knowledge expertise and contacts to move credible development projects forward.

So, What's Been Happening:

Since we kicked off the project in November, a lot has been happening behind the scenes:

- We've launched a new web site:
www.opportunitywinona.com

- We have received fantastic coverage from our local news outlets (**Winona Post and Winona Daily News**), **the Rochester Post Bulletin**, **Twin Cities Business**, **Minnesota Public Radio**, **Finance and Commerce** and **WKBT TV**. The coverage can be seen on the "news" link of the Opportunity Winona web site.

- **Winona Downtown Main Street** held its annual meeting and volunteer recognition event at the soon to be open **Oaks Wine Bar** at 77 West Third Street: www.theoakswinebar.com. The Oaks is an incredible renovation and is a must stop in downtown Winona. Watch for their opening and be prepared to be wowed.



- **Affinity Plus Credit Union** has opened in the completely renovated **Latch Building** at 114-120 East Second Street: www.latschbuilding.com. Charlotte Roraff, Senior Branch Manager for Affinity couldn't be more proud of their new location. When looking to expand in Winona, Affinity sought input from members, their input helped guide Affinity's decision to expand in Downtown.



- **River's Edge Condominiums** has proven to be a successful development in our downtown. The Winona Post asked Winona developer/small business person Jon Krofchalk why he chose to live in the River's

Edge development. He stated that the building is just a short walk from his business as well as his favorite haunts: the YMCA, Bluff Country Coop, his favorite café. For Jon it seems like living and working in downtown Winona makes all the sense in the world.

- **The Winona Post** recently interviewed **Rich Huber**, one of the developers of River's Edge Condominiums. Rich believes, "**A hotel development adjacent to the River's Edge project would be the highest and best use for the site.**" Rich, and many others, believe a City the size of Winona would greatly benefit from a downtown hotel. The site could be configured to accommodate a hotel with over 100 rooms while leaving some room to be dedicated for conference space.



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www.opportunitywinona.com

OPPORTUNITY WINONA

A Community Partnership



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