

# Strategy Board for the Vinton, VA Economic Restructuring Plan

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