

DT Minot: Leading together

COMMUNITY MEMBERS AND VISITORS CRAVE A VIBRANT DOWNTOWN NEIGHBORHOOD – WITH INVITING PUBLIC SPACES, UNMATCHED GOODS AND SERVICES, UNIQUE HOUSING AND A SENSE OF COMMUNITY AND PLACE. DOWNTOWN REVITALIZATION IS CHALLENGING WORK BUT EMPOWERS A COMMUNITY TO SET ITS OWN DESTINY AND LEGACY.

Abstract

Revitalization efforts in Downtown Minot will require a unified effort with a high degree of cooperation between public and private sectors. A community support system is required for the neighborhood to come together as one. A strategic planning effort will be conducted over the next nine months, with the following priorities:

1. A unified and intentional vision and action plan
2. A commitment to placemaking
3. Healthy public/private partnership
4. Workforce development

Problem Statement

Downtown Minot lacks community partnerships. There is no consensus on who is responsible for downtown and its redevelopment. The splintering of downtown membership associations has led to overlapping events and a fractured image of downtown. There is a lack of trust between organizations, which contributes to minimum communication and collaboration.

Background

In spring of 2018, the City of Minot partnered with the International Economic Development Council (IEDC) to provide insight and recommendations to expand economic resiliency and opportunity in our community. A recommendation from the IEDC included a strategic plan and visioning process for Downtown Minot.

Solutions

To encourage the growth and development of a cohesive downtown neighborhood, a written strategic plan will be completed by July 2019.

The planning process will include:

1. Review of the Downtown Business Professional Association bylaws, dues structure and business processes;
2. Researching comparable cities and their downtowns;
3. Gathering current Downtown Minot data such as: current businesses, size of businesses, number and types of properties, vacant properties, residential properties, demographics, etc;

4. A walking study to determine condition of buildings and provide observations that can be helpful in developing a vision;
5. Facilitation of focus groups and public forums for community input; and
6. Conduct business assessments and customer surveys.

The written plan will include recommendations to the Downtown neighborhood and the City of Minot, strategies to achieve short-, mid- and long-term goals.

As neutral, non-profit partner organizations, Souris Basin Planning Council (SBPC) and Strengthen ND will conduct the strategic planning process and develop the written plan and recommendations, based upon the data gathered from the planning process. A grant has been awarded, in the amount of \$25,000 by North Dakota's Partners in Marketing Program. SBPC and Strengthen ND have also pledged a \$7,000 and \$4,000 required grant match, respectively. The funds will be utilized for costs associated with the development of the strategic plan and technical assistance for goal and plan implementation.

Lastly, the DT Technical Team will provide supportive assistance and input to all active Minot Technical Teams.