

HEALTHY COMMUNITY PLAN

Community/Team Name: Main Street Task Force

Geographic Area: Isle area

HCP Round/Years: Round 18, April 2006 – March 2008

Project Focus/Mission Statement:

To enhance downtown Isle to make it inviting to its citizens and its visitors.

Priorities:

- “Face Lift” for Main Street
- New civic association/chamber of commerce
- Healthy youth activities and opportunities
- Better connection to/collaboration with the Mille Lacs Band
- Create a community identity linked to the lake/promote as a destination community

Follow Up Grants and Loans:

- \$10,000 – HCP Initiative Foundation grant (2006)
- \$5,000 – Grant for Economic Development Strategic Plan

Key Accomplishments:

- Held community visioning session with 150 people in attendance (July 16, 2006).
- Held community workshop on “Design Standards for Main Street” with Hometown Minnesota. (September 2007)
- Downtown Development Map Completed (2007)
- A main street design was developed by SEH Corporation with a historic fishing village theme. (2008)
- Monthly meetings (Meeting on Main) of Main Street business owners and other interested citizens are being held. (2008)
- A qualitative paper was developed based on interviews with Isle Main Street businesses.
- A “Grand Opening Day” was coordinated to support the opening of four new merchants on Main Street.
- A joint advertising effort for the Main Street was organized and initiated.
- A strong start in forming a new civic association/chamber of commerce has occurred.

Date Updated: September 19, 2008