



**You all definitely
lit the match.**

(in reference to the current spark
and momentum building in Lena)

The attitude and perception of the
community is changing. We are showing
people what is possible in our tiny village."

Jodi Marquort
Village Clerk

Light Up Lena

LENA, WISCONSIN



In the summer of 2024, **TEDCOR** and the **Village of Lena** partnered with Downtown Strategies to develop a **5-year Strategic Action Plan** for Downtown Lena. The project was funded through a **USDA** grant and focused on enhancing and accelerating current revitalization efforts occurring downtown.

Through the process, community input revealed that apathy and a lack of pride were major barriers holding the village back, even though its downtown core benefitted from a strong base of locally owned bars and restaurants. The challenge was that these businesses were spread out, which made it difficult to connect visitors to the broader district. The Strategic Action Plan focused on short-term projects that could beautify the district, strengthen connections, and boost community pride.

Within the first four months, the local Action Team launched visible improvements, including updating flower planters; restriping the downtown streets; developing an incentive and cheat sheet for renovating historic buildings; and updating development codes to streamline private sector projects. While each effort had impact, the installation of overhead string lights along Main Street became the true catalyst, energizing local pride and drawing regional attention as proof of what even a small village of **500** can achieve.

Starting Point

- Apathy
- Lack of Community Pride

Projects Completed

- Downtown Flower Planters
- Restriped Streets
- Installed Overhead String Lights
- Developing Façade Grant
- Updating Development Codes

**Are you ready to spark
change in your own town?**

Jumpstart your revitalization
journey and turn vision into victory!



CONTACT US

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