



# Why Downtown is Important

## Main Street

**Downtown** is a symbol of:

- Community economic health
- Partnership between the private sector and the public sector
- Local quality of life
- Community pride
- Community history

**Downtown** is an important factor for industrial, commercial developers, and professional recruitment.

**Downtown** serves as a good incubator for new small businesses – the success of tomorrow. Strips and malls are often too expensive for new entrepreneurs. Lower rents make **Downtown** a good location.

**Downtown** represents independent business which:

- Support local families
- Support local community projects such as teams and schools
- Keep profits in town (chain stores send profits out of town)

**Downtown** helps reduce sprawl by concentrating activity in one area.

**Downtown** is a major employer. Often when you count the number of jobs in a community, you will find **Downtown** is the largest employer.

**Downtown** infrastructure is a major public investment. Only healthy businesses in buildings assessed at full value generate taxes that give taxpayers a return on this public investment.

**Downtown** revitalized protects property values in surrounding residential neighborhoods.

**Downtown** rehabilitation work stimulates the local economy. Materials and labor for new commercial construction often come from out of town.

**Downtown** is the heart of the community and the site for government, arts, churches, and financial institutions.

**Downtown** is an important community space where members of all segments of the community can meet equally for parades, speeches, and other community events.

**Downtown** can be a tourist attraction and is the location of a community's unique businesses and buildings.

**Downtown** is where the arts and culture thrive.