
Downtown Revitalization Stakeholders/Benefits

Local Residents/Consumers

- enhanced marketplace (better shopping and the benefits of shopping locally)
- sense of pride in downtown
- social/cultural activities
- opportunities to keep kids in town
- sense of hometown community
- historical awareness (preservation of architecture and human history)
- tax dollars stay in the community
- opportunity to participate/volunteer
- better communication (newsletter)
- political advocate
- home values increase

Property Owners

- increased occupancy rates
- rent stability
- increased property values
- increased stability
- reduced vandalism/crime deterrent
- assistance with tax credits, grants, loan programs, design, and co-op maintenance
- communication medium with other property owners
- better image
- new uses, especially on upper floors

City Government

- increased tax base
- more tourism
- increased property values
- increased number of jobs
- better goals and vision
- healthy economy
- better services available
- positive perception of downtown and community
- better relations between city hall and private sector
- increased volunteer base for city
- takes political heat, develop consensus for political requests (avoid "victimization")
- industrial recruitment
- impetus for public improvements and clg grant dollars
- education resources for city leaders (officials) on planning and economic development

Retail Business Owners

- increased sales
- improved image
- increased value of business
- coordinated efforts between local business and franchises
- quality of business life
- educational opportunities (seminars and workshops)
- increased traffic
- district marketing strategies (promotion and advertising)
- better business mix
- new market groups downtown
- community pride
- have needs/issues addressed

Service Business Owners

- image building/improvement
- pride
- new/renewed/repeated exposure
- increased variety of services
- healthier economy generates new/more businesses
- increased competition means more aggressive business styles
- tapping leakage
- increased population, new customers
- improved image, creates new market

Financial Institutions

- community reinvestment act (federal government requirement)
- potential for loans, deposits, and other services (bank cards, financial services)
- improved image and good will
- survival of community critical to bank success and economic stability
- central location more cost effective

Preservationists

- Main Street Approach reinforces common goal of preservation
- increases coalition
- increased awareness and credibility
- education of public and group
- improved public image
- improved economic feasibility of preservation