

## **Benefits of Main Street**

### **For Property Owners**

- Increased occupancy rates
- Rent stabilization or increase
- Increased property values
- Increased stability
- Reduced vandalism/crime deterrent
- Assistance with tax credits, grants, loan programs, design and cooperative maintenance
- Communication medium with other property owners
- Better image
- New uses on upper floors

### **For Local Residents and 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
- Opportunity to participate/volunteer
- Better communication
- Political advocate
- Home values increase

### **For Retail Business Owners**

- Increased sales
- Improved image
- Increased value of business
- Coordinated efforts between local businesses and franchises
- Quality of 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

### **For Service Business Owners**

- Image building/improvement
- 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

### **For Financial Institutions**

- Community Reinvestment Act compliance
- Potential growth 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

### **For County Government**

- Increased public relations for county
- Viable Downtown increases tax base
- Multiplier effect
- Viable Downtown is a draw for industry
- Develops partnerships with city hall
- Builds pride Heritage preservation
- Alternative to redevelopment district
- Quality of life issues
- Help with parking issue

### **For Utilities**

- Additional businesses
- Longer business hours
- More employees
- Healthy businesses feel freer to increase utility use
- Healthy economy causes community to grow
- Ensure quality in Main Street public improvements

### **For Preservationists**

- Main Street reinforces the common goals of preservation
- Increases coalition
- Increased awareness and credibility
- Education of public and group
- Improved public image
- Improved economic feasibility of preservation

### **For Municipal 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 local government and private sector
- Increased volunteer base for city
- Takes political heat, develops consensus for political requests
- Industrial recruitment
- Impetus for public improvements
- Grant solicitation
- Information resource for city leaders