

WHAT'S IN IT FOR ME? WHY SHOULD I SUPPORT DOWNTOWN REVITALIZATION?

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 young people in town
- Sense of hometown community
- Historical awareness—preservation of architecture and human history
- Tax dollars stay in the community
- Opportunity to participate and volunteer
- Better communication
- Home values increase

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 borough and private sector
- Increased volunteer base in borough
- Impetus for public improvements and grant dollars

SERVICE BUSINESS OWNERS

- Image building and improvement
- Pride
- New, renewed and repeated exposure
- Increased variety of services
- Healthier economy generates new and more businesses
- Increased competition means more aggressive business styles
- Tapping sales leakage
- Increased population, new customers
- Improved image, creates new market

PRESERVATIONISTS

- The 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

UTILITY COMPANIES

- Additional business
- Longer business hours
- More employees
- Healthier businesses feel freer to increase utility usage
- Healthy economy causes community grow
- Proof of new products
- Quality in main street public improvements

PROPERTY OWNERS

- Increased occupancy rates
- Rent stability
- Increased property values
- Increased stability
- Reduced vandalism and crime
- 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

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

FINANCIAL INSTITUTIONS

- Community reinvestment act
- Potential for loans, deposits, and other services
- Improved image and good will
- Survival of community critical to bank success and economic stability
- Central location more cost effective

COUNTY GOVERNMENT

- Increased public relations for county
- Viable downtown increases tax base
- Rippling effect
- Viable downtown is a draw for industry and county-wide area businesses
- Common partnership with Borough
- County and community pride
- Heritage preservation
- Alternative to redevelopment district
- Quality of life issues especially for employees

CORPORATIONS

- Strong public support of community revitalization
- Social and economic development as investments in the community
- Commitment to existing and future corporate presence in the community
- Increase employee morale and sense of pride in the community