



## Who should be involved in the local Main Street program?

Everyone with a stake in the commercial district and its future should be involved. Merchants, property owners, the chamber of commerce, industries, local government, and private citizens all benefit from a healthy local economy and from a historic core that reflects the community's heritage and personality. A sound partnership is crucial to the Main Street program's success. In fact, a 1988 study of successful downtown revitalization programs in America, conducted by the National Trust Main Street Center and the Urban Land Institute, found that programs funded primarily by local sources were much more likely to succeed than those that relied heavily on state or federal funds. It is also important for both the public and private sectors to support the program financially, thereby demonstrating their commitment to its goals.

- **Municipal and County Governments** benefit with increased property and sales taxes; protection of infrastructure and property investment; conservation of existing resources; reduced cost of police and fire protection; reduced vacancy rates, deterioration of buildings, and need for demolition; reduced chance of costly "sprawl" development; ripple effect to nearby towns; more opportunities for positive press coverage; easier promotion of community for growth and business attraction; better community image and civic awareness
- **Downtown property owners** realize increased occupancy rates; stable or higher rent; chance to turn underutilized space into income producing property; greater return on initial property investment; reduced risk of vandalism and fire; better marketability of property; access to finance programs
- **Downtown business owners** benefit from increased sales and customer base; better environment for locally owned, independent enterprises and start-ups; less financial risk; upgraded retail environment; more opportunities for business growth and expansion; greater chances for cross-promotion
- **Downtown professionals and services** benefit from improved image; convenient location; increased exposure to potential clients; opportunities to participate in community and cross-promotion activities; benefit from reduced leakage to other towns
- **Downtown customers** benefit with wider selection products and services to choose from; pedestrian friendly area; more appealing and safer environment; convenient access to goods and services; greater exposure to new items and ideas; improved shopping experience
- **Businesses outside the downtown area** benefit from increased visitor traffic to the community; more dollars circulating longer from locally owned businesses; more jobs and business from local rehabilitation projects; improved environment for new and existing employees; opportunities for cross promotion; increased business through an overall healthier economy
- **The entire community** benefits by an overall improved economy; more employment opportunities; better accessibility of goods and services; more organizational partnerships; increased opportunities for social interaction; more opportunities for volunteerism, participation, and leadership development; greater opportunities for youth and seniors; preservation of heritage for future generations; greater sense of accomplishment, belonging, roots, and community pride