



Downtown Revitalization is Economic Development

"Economic Development is a process of innovation that increases the capacity of individuals and organizations to produce goods and services and thereby create wealth. This, in turn, can lead to jobs, income, and a tax base for communities, states, and regions."

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How does downtown revitalization fit this definition?

- Downtown revitalization creates jobs and puts people to work.
- Downtown revitalization attracts new businesses and encourages entrepreneurship.
- New and expanding downtown businesses generate increased sales tax.
- Downtown development offers local investment opportunities.
- Many downtown businesses attract tourists and a restored historic downtown acts as a tourist destination.
- Downtown festivals and special events attract outside people and outside dollars.
- The downtown can act as a regional shopping district, pulling in shoppers from a radius beyond the city limits.
- A healthy downtown attracts industrial businesses.
- Many downtown businesses (manufacturing and service) attract export dollars to the community.
- Downtowns are typically dominated by local businesses. Profits generated by these businesses typically circulate within the local economy. Profits from chain stores are often transferred to corporate headquarters.
- New downtown businesses may "plug" the leakage of dollars spent at retail businesses outside of the community.
- New housing can be generated downtown thereby helping to keep the labor force in town.

Why is downtown's role in the economic development process important?

- Shift from a labor intensive economy to a technology intensive economy.
- Shift from a goods producing economy to a service producing economy.
- Shift from national to global economy.
- Small businesses are playing a greater role in our economy.
- Emphasis on compact development is growing.
- Downtown is once again seen as a mixed-use development opportunity.