



REASONS FOR LOCAL GOVERNMENT TO BE INVOLVED IN DOWNTOWN REVITALIZATION – Why the City should invest in a downtown program.

JOBS: Traditionally, downtown is the first, second, or third largest employer in the community.

PROPERTY OWNER: The City is the keeper of public lands, buildings, streetscape, and infrastructure. It is also their neighborhood; they have a major investment in downtown.

PROTECTION OF NATURAL RESOURCES & ENERGY CONSERVATION: 30% of solid waste in landfills is from demolition of old buildings; it takes 1 gallon of gasoline (equivalent) to manufacture 8 bricks. A typical 20’ two-story storefront contains 52,800 bricks. It took 6,600 gallons of gasoline to manufacture those bricks; enough gasoline to keep a typical American car running over 10 years.

PUBLIC HEALTH & SAFETY: A vacant and deteriorated downtown breeds crime.

CITY DECISIONS: The City’s decisions on zoning, land use and other commercial sprawl affect and have impact on the health of the downtown.

PROPERTY TAXES: The healthier downtown businesses are, the higher rents building owners can collect resulting in higher property values and a higher tax base for the City. Downtown can and should pay its fair share of property taxes which it cannot do if downtown is deteriorated and vacant.

BIRTHPLACE OF YOUR COMMUNITY: Big towns, small towns, all towns started downtown. It is the heart and soul of your community.

RELATIONSHIP/LINK WITH CBD DEVELOPMENT & INDUSTRIAL DEVELOPMENT: Industrial development prospects expect to tour downtown and assess for themselves your community’s values with respect to maintaining and supporting a healthy central business district. If downtown is vacant and deteriorated, will they not question the community’s respect for the industrial park in a few years?

QUALITY OF LIFE FOR YOUR COMMUNITY: Downtown was historically the cultural, educational, commercial, recreational and governmental center of your community. Residents expect these amenities to exist in your community to enhance their quality of life. Downtown can continue to be this quality life center if given the opportunity.

PRIDE IN A HEALTHY, VIBRANT COMMUNITY: Downtown is the living room of your community. It is the face you project to visitors, investors and to yourselves. The reputation of your community is based on the condition of your downtown.