

## Benefits of Main Street

# MainStreet

### 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 market place (better  
shopping and the benefits of  
shopping locally)
- Sense of pride in downtown
- Social/cultural activities
- Opportunities to keep kids in town
- 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 business life
- Educational opportunities (seminars  
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/improvements
- New/renewed/repeated exposure
- Increased variety of services
- Healthier economy generates  
new/more business
- Increased competition means more  
aggressive business styles
- Tapping leakage
- Increased population, new customers
- Improved image, creates new market