

Why Downtown is Important

MainStreet

Downtown is a symbol of the community's:

- Historic development
- Economic health
- Quality of life
- Community pride

Downtown is important to industrial and commercial developers as an indicator of the local business climate and the quality of the public/private partnership in the community.

Downtown is a major employer! A surprising number of jobs-- at all salary levels—are located downtown.

Downtown is the home of independent, family-owned businesses.

Independents businesses:

- Support local schools, charities and community projects
- Reinvest profits locally

Downtown is an important incubator for *new* small businesses.

Downtown infrastructure is a major public investment. Healthy businesses in buildings assessed at full value help reduce the tax burden on homeowners.

Downtown has an impact on the property values of surrounding residential neighborhoods.

Downtown helps reduce sprawl. By building density in the heart of the community, we make cities more livable and also protect the countryside.

Downtown is the heart of the community for a mix of goods and services: government, professional, technical and retail.

Downtown is an important community space where all members of the community can meet and interact. Downtown is where monuments are located, speeches are made and parades are held.

National Trust for Historic Preservation