

## Who Benefits From a Revitalized District? - Benefits of Main Street

<i>Stakeholders</i>	<i>Benefits</i>
<b>Merchants</b>	<ul style="list-style-type: none"> <li>• Increased sales and improved image</li> <li>• Increased value of business</li> <li>• Increased traffic</li> <li>• Expanded customer base</li> <li>• Better business mix</li> <li>• Greater opportunity for growth and expansion</li> <li>• District marketing strategies (promotion and advertising)</li> <li>• Coordinated efforts between local businesses and franchises</li> <li>• Educational Opportunities (seminars and workshops)</li> <li>• Less financial risk</li> <li>• Needs/issues will be addressed</li> <li>• Community pride</li> </ul>
<b>Property Owners</b>	<ul style="list-style-type: none"> <li>• Stable or higher rents</li> <li>• Increased occupancy rates and stability</li> <li>• New uses for upper floors</li> <li>• Improved marketability of property</li> <li>• Higher property values</li> <li>• Reduced vandalism/crime deterrent</li> <li>• Assistance with tax credits, grants, loan programs, design, and cooperative maintenance</li> <li>• Communication medium with other property owners</li> <li>• Better image</li> </ul>
<b>Financial Institutions</b>	<ul style="list-style-type: none"> <li>• Expanded business customer base</li> <li>• Expanded residential customer base</li> <li>• Improved public image and goodwill</li> <li>• Fulfillment of community reinvestment mandate</li> </ul>
<b>Professionals and Service Businesses</b>	<ul style="list-style-type: none"> <li>• New / renewed / repeated exposure</li> <li>• Ready-made customer base of district employees</li> <li>• Location near government, banks, post office, and other institutions</li> <li>• Increased variety of services</li> <li>• Nearby amenities for clients and staff</li> <li>• Image building</li> <li>• Improved image, creates new market</li> </ul>
<b>Chamber of Commerce</b>	<ul style="list-style-type: none"> <li>• Potential new member businesses</li> <li>• Healthier overall business climate</li> <li>• Potential partnerships on joint project</li> </ul>

<b>Residents</b>	<ul style="list-style-type: none"> <li>• Local accessibility to goods and services and the benefits of shopping locally</li> <li>• Enhanced marketplace (better shopping locally)</li> <li>• Preservation of community for future generations</li> <li>• Sense of hometown community</li> <li>• Opportunities for volunteerism and leadership development</li> <li>• More employment opportunities</li> <li>• Better communication and political advocate</li> <li>• Stronger tax base to support other community aspects (schools, parks, etc.)</li> <li>• Home values increase</li> </ul>
<b>Local Government</b>	<ul style="list-style-type: none"> <li>• Increased sales and property tax base</li> <li>• Protection of property values and infrastructure investment</li> <li>• Reduced cost of services, such as police and fire protection</li> <li>• Reduced pressure for sprawl development</li> <li>• More visitors to town / increased tourism</li> <li>• Increased number of jobs</li> <li>• Better goals and vision</li> <li>• Healthy local economy</li> <li>• Better services available</li> <li>• Positive perception of downtown and community</li> <li>• Better relations between local government and private sector</li> <li>• Impetus for public improvements</li> <li>• Information resource for city leaders</li> </ul>
<b>Community Partners</b> (CDCs, BIDs, civic clubs, historical societies, historic preservation organizations, religious institutions, senior citizens, arts groups, etc.)	<ul style="list-style-type: none"> <li>• Improved quality of life in the community</li> <li>• New membership potential among new residents</li> <li>• Achievement of common goals</li> <li>• Preservation of community history</li> </ul>
<b>Schools</b>	<ul style="list-style-type: none"> <li>• Youth involvement in civic projects</li> <li>• Use of commercial district as "classroom" for school projects</li> <li>• Potential employment and business opportunities</li> <li>• More places to go and activities for youths</li> </ul>
<b>Businesses Outside the Commercial District</b>	<ul style="list-style-type: none"> <li>• Increased visitor traffic to the community</li> <li>• Improved municipal services throughout community</li> <li>• Increased business from overall healthier economy</li> <li>• Additional amenities for employees and clients</li> </ul>
<b>Industry</b>	<ul style="list-style-type: none"> <li>• Improved quality of life makes recruiting and retaining employees easier</li> </ul>