

MAIN STREET *Two Rivers*

10 Reasons Why Our Downtown Is Important

1. Our central business district is a prominent employment center. Even the smallest downtowns employ hundreds of people. Downtown is one of the largest "employers" in our community.
2. As a business center, our downtown plays a major role. It represents the largest concentration of business in our community.
3. A downtown is a reflection of how a community sees itself. . .a critical factor in business retention and recruitment efforts. If we neglect our downtown, outsiders will see this neglect as a reflection of our entire community and its citizens.
4. Our downtown represents a significant portion of our community's tax base. If this district declines, its property will decrease in value. This increases the tax burden on other parts of our community.
5. The central business district is an indispensable shopping and service center in our community. Though it may not hold the place as our community's most dominant shopping center, it still includes unique shopping and service opportunities.
6. Our downtown is the historic core of our community. Many of the buildings are historically significant. They should be preserved to help highlight our community's history.
7. Downtown represents a vast amount of public and private investment. Imagine paying to recreate all the public infrastructure and real estate in a central business district. Imagine the waste of past dollars spent if the downtown is neglected.
8. A central business district is often a major tourist draw. When people travel, they want to see unique places. . .there isn't another downtown like ours in the world!
9. Downtown is usually a government center. It is where our city hall, and post office are located. This "one stop" shopping for government services is a notable feature of downtowns across the state.
10. And, perhaps most important, our downtown provides a sense of community and place. As Carole Rifkind, author of *Main Street: The Face of Urban America* wrote, ". . .as Main Street, it was uniquely America, a powerful symbol of shared experience, of common memory, of the challenge and the struggle of building a civilization. . .Main Street was always familiar, always recognizable as the heart and soul of village, town or city." In the end, this is why we revitalize our downtowns.