

# MAIN STREET *Two Rivers*

Committee



Information

[www.trmainstreet.org](http://www.trmainstreet.org)

# *Economic Restructuring*

Involves analyzing current market forces to develop long-term solutions. Recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

# *Design*

Enhances the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in, and live. Design improvements result in a reinvestment of private and public dollars into the downtown.

# *Organization*

Involves building a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

## *Promotion*

Creates excitement downtown.

Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

# *Events*

Dreams up new and exciting special events designed to help Two Rivers Main Street bring locals and visitors alike downtown to experience what a great city we have and how wonderful it is to live in, work in and play in.

# *Sub- Committees*

We have sub-committees set up for: the Cool City Classic Car Show & Cruise Night, Ethnic Festival, Farmers/Crafters Market, Community Care Day, Christmas Fantasy Parade and the Cool City Kid's Christmas. You can learn more about these sub-committees by following the links found on the Events page of our website.

We can always use a little more help!

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## MAIN STREET *Two Rivers*

Our core committees are based upon the recommended committees as outlined in the National Trust for Historic Preservation's "Four-Point Approach to Main Street Revitalization".