How to Sell Main Street to Constituent Groups

***Property Owners:***

* Increased occupancy rates
* Rent stability or increase
* Increased property values
* Reduced vandalism/crime
* Assistance with incentives
* New uses – particularly on upper floors

***Local Residents/Consumers:***

* Enhanced marketplace
* Sense of pride
* Social/Cultural activities
* Opportunities to keep kids in town
* Historical awareness
* Tax dollars stay in community
* Opportunity to participate
* Better communication
* Advocacy on issues
* Home values increase

***Retail and Service Business Owners:***

* Increased sales
* Improved image creates new markets
* Increased value of business life
* Quality of business life
* Incentives program
* Business assistance programs
* District marketing strategies
* Better business mix; stop sales leakage

***Financial Institutions:***

* Satisfies community reinvestment act
* Potential for loans, deposits
* Improved image and goodwill
* Survival of community is critical to bank and economic stability

***Utility Companies:***

* Additional businesses using utilities
* Longer business hours mean higher utility usage
* Healthy businesses increase utility usage
* Healthy economy causes community to grow
* Improves their corporate image

***Local Government:***

* Increased tax base
* More tourism
* Increased property values
* Increased number of jobs
* Healthy economy
* Better services available
* Better relations between government/private sector
* Increase volunteer base for city
* Impetus for public improvements/CDBG dollars
* More grant availability

***County:***

* Improved public relations
* Partnership with city hall
* County and community pride
* Quality of life issues
* Ability to attract larger corporations, industry

***Preservationists:***

* Reinforces common goal of preservation
* Enlarges coalition
* Increased awareness and credibility
* Education on preservation issues
* Tie in between preservation and economic development