

ECONOMIC VITALITY

This committee's resolve is to strengthen our community's existing economic assets while diversifying its economic base. Successful communities accomplish this by evaluating how to retain and expand successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the district can support. Many Main Street programs also achieve success through creative reuse of historic properties. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character.



**REPOSITIONING DISTRICT IN
MARKETPLACE, INVENTORY OF BUILDINGS,
STUDY OF DEMOGRAPHICS AND VISITORS ,
STRENGTHEN EXISTING BUSINESSES, REAL
ESTATE DEVELOPMENT**