



# Economic Vitality Point

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Economic Vitality starts by identifying the market forces affecting the downtown/historic commercial district. Customer and merchant surveys, building and business inventories and demographic analysis give an accurate starting point for information about the district and the customer base. Based on this information, communities can implement business retention strategies and recruitment plans to provide the best mix of retail and service businesses. This information is also the basis for determining promotional activities.

## **Mission Statement:**

The purpose of the Main Street Program is to improve the quality of life by strengthening the historic core as the center of the community through concentrated efforts in Organization, Promotion, Design and Economic Vitality.

## **Goal:**

Strengthen the economic base of the historic commercial district.

## **Objectives:**

1. Market data collection and interpretation.
2. Space use.
3. Business retention, expansion and recruitment.

## **Activities:**

1. Market data collection and interpretation:
  - A. Business inventory
  - B. Business survey
  - C. Employee survey
  - D. Consumer surveys
2. Space use:
  - A. Base map
  - B. Residential housing strategy
  - C. Placement
3. Business retention, expansion, and recruitment:
  - A. Business workshops
  - B. Passive recruitment package
  - C. Business incentives
  - D. Start-up package