

The Main Street Four-Point Approach to downtown revitalization within the context of historic preservation has been successful in more than 1,200 towns and cities across the country. These four points include:

Organization-builds partnerships among the various groups that have a stake in downtown; builds a pathway to leadership in local efforts by launching community-based, volunteer-driven nonprofit entities that empower residents and investors to collaborate for sustainable revitalization.

Promotion-promotes a positive image of downtown to a variety of audiences; focuses on authentic community assets, with high quality image development campaigns and events that will attract new shoppers, visitors and residents.

Design-focuses on the physical elements of downtown such as storefronts, signs, landscaping and public spaces; targets infrastructure and building improvements that lay the groundwork for a physical transformation that will be both functional and attractive.

Economic Restructuring-identifies new market opportunities for the downtown area; redefines the district's niche in the marketplace and sharpens the competitiveness of existing businesses, while nurturing new enterprises that respond to today's consumers' needs.