

BENEFITS

FREDERICKSBURG MAIN STREET

- 1. Economic Restructuring:** Strengthening of the downtown district's existing economic base, diversifying the types of businesses suitable for downtown and converting underutilized space into productive space.
- 2. Design:** Getting and keeping the downtown district in top physical shape, rehabilitating historic buildings, encouraging supportive new construction and creating an inviting environment for shoppers, visitors, workers and residents.
- 3. Promotion:** Marketing of the downtown district's unique qualities to potential customers, investors, new businesses, local citizens and visitors through effective strategies and events.
- 4. Organization:** Establishing consensus and cooperation by building partnerships among all groups that have a stake in the downtown district.
- 5. Full-Time Executive Director:** Employing a full-time executive director and staff working exclusively to achieve the priorities of the downtown district business community and residents.
- 6. Services and Programs:** Businesses, property owners and residents can tap into the diverse resources, services and programs made available to Main Street communities by the national and state organizations.
- 7. Proven Strategy:** Main Street is a proven model for improving downtown district economies and preserving their architectural heritage.
- 8. Increased Business Activity:** Main Street districts achieve increased business activity and customer traffic in all business segments through effective strategies and events.
- 9. Reduced Vacancy:** Main Street strategies and programs help strengthen and retain existing businesses and attract new businesses and firms resulting in decreased vacancy.
- 10. Increased Investment:** Improved building maintenance, increased historic building rehabilitation and more investment in appropriate new construction result from the increased downtown district vitality promoted by Main Street.

September 28, 2011, Fredericksburg Main Street Exploratory Committee