

# Why Downtowns are Important!



## Downtowns...

- Are a **reflection of the community's image, heritage, pride, and prosperity**. These are all critical factors in business/industrial retention and attraction as well as professional/talent recruitment efforts. Revitalization and rehabilitation of empty and underutilized buildings **increases property values and helps attract new investment** that provides additional tax revenues and jobs.
- Are **incubators for small businesses** and entrepreneurship.
- **Reduce sprawl by concentrating commerce in one area** to use community infrastructure resources wisely.
- **Protect property values** in surrounding neighborhoods and communities keeping regions safe, if properly developed and maintained.
- Are large and prominent **employment centers**.
- Are **government centers** where city hall, county seat, municipal service buildings, the courthouse and post office are located.
- Provide an **important civic forum**, where members of the community congregate to build and reinforce community pride.
- **Attract tourists** by virtue of the character of buildings and parks, central location, unique businesses and events held there.
- Are **cultural centers for the arts**, museums, churches, sports and entertainment drawing diverse populations together for engagement.



## Support Downtown Muskegon!

Making the necessary public and private investments can help to create an environment that spurs larger investments in downtown. These dollars are returned to the regional community many times over through higher property values, new jobs, new residents and renewed civic pride.

[www.muskegon.org](http://www.muskegon.org)

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