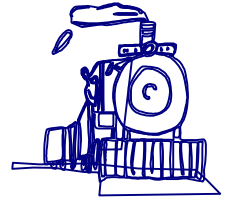


City of Bremen NEWS ON THE TRACKS



Why is Main Street Important?

Can malls and discount centers take the place of traditional downtown districts? The answer is a resounding “no.” It may no longer be the sole option in the community, but downtown is much more than a shopping center. Here are some reasons why Main Street is still important:

The commercial district is a reflection of community image, pride, prosperity, and level of investment - critical factors in business retention and recruitment efforts.

The traditional commercial district is an ideal location for independent businesses, which in turn:

- **Keep profits in town.** Chain businesses send profits out of town
- **Support other local businesses and services**
- **Supports local families with family-owned businesses**
- **Supports local community projects,** like teams and schools
- **Provide an extremely stable economic foundation,** as opposed to a few large businesses and chains with no ties to stay in the community.

Main Street is the historic core of the community. Its buildings embody the community’s past and its visual identity.

The district is usually a government center where city hall, municipal buildings, the courthouse, and/or post office are located. It often is an important service center as well for finding attorneys, physicians, insurance offices, and financial institutions.

Main Street provides an important civic forum, where members of the community can congregate. Parades, special events, and celebrations held there reinforce intangible sense of community. Private developments like malls and strip centers can and do restrict free speech and access.

The commercial district represents a huge public and private investment. Imagine how much it would cost to recreate all of the buildings and public infrastructure in your commercial district.

Our downtown district is the most visible indicator of community pride, along with its economic and social health. It is either an asset or a liability in the effort to recruit new residents, new businesses and industries, retirees, tourists, and others to your community and to keep those you already have. Quality of life is what separates successful cities and towns from declining communities in the new millennium.

Finally, your downtown is the visual representation for your community’s heritage. The architecture of your commercial district is a physical expression of your community’s history. Because preservation-based commercial district revitalization entails the participation of so many people and entities in the community, a wide range of people also benefit from downtown revitalization.



Scheduled Meetings

**January 7th –
5:30 PM, DDA, City
Hall Conference
Room**

**January 14th –
7:00 PM, City
Council, Public
Safety Building**

**January 28st –
5:30 PM, Planning
& Zoning, City Hall
Conference Room**

**If you would like to
become a volunteer,
please contact
Julia Stephenson at
770-537-2331.**

FREE Promotional Opportunity!

Why is information about your downtown business not listed here...

You are missing a free opportunity to promote your business! If your business is located within the downtown district and there is new information you would like to share with the community, let us know so we can let everyone else know!

Newsletters go out to approximately 300+ people once a month. To include information in our e-newsletter call the Bremen Better Hometown Office at 770-537-2331 or e-mail us at: jstephenson@bremenga.gov

Become a Downtown Volunteer!

The Bremen Better Hometown and the Downtown Development Authority has many ways for everyone to volunteer, including three committees and several special events.

Design Committee

The Design Committee plays a key role in shaping the physical image of the Downtown area as a place attractive to shoppers, investors, business owners, and visitors.

Economic Restructuring

The job of the Economic Restructuring Committee is to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property.

Promotions Committee

The Promotions Committee is to promote Downtown as the center of commerce, culture, and community life for residents and visitors alike.

Special Events

Many people are not able to commit to a particular Committee, but would like to still volunteer. There are plenty of volunteer opportunities at our special events.

To volunteer on a committee or at a special event or for more information, please contact the Better Hometown Program Manager, Julia Stephenson at 770-537-2331 or by email at jstephenson@bremenga.gov.