



# DOWNTOWN AFFILIATES

Regional  
Economic  
Drivers



# DOWNTOWN AFFILIATES

Susquehanna River Valley Visitors Bureau

Danville Business Alliance

Lewisburg Downtown Partnership

Lewisburg Neighborhoods Corporation

Middleburg History and Heritage Committee

Mifflinburg Heritage and Revitalization Association

T.I.M.E. - The Improved Milton Experience

Selinsgrove Projects, Inc.

Sunbury's Revitalization, Inc.

# DOWNTOWN AFFILIATES





# IN THE “GOOD OL’ DAYS”:



- ❖ Downtowns Were the Center of Community Activities
- ❖ Farmer’s Markets
- ❖ Five and Dimes

- ❖ Drug Stores With Soda Fountains/Food Counters
- ❖ Post Offices – Hubhub of Activity
- ❖ People and Families Would Spend the Day Downtown

# SHOPPING HABITS HAVE CHANGED



- Emergence of:
  - Malls and Strip Malls
  - Fast Food
  - Restaurant & Shopping Chains
  - On-Line Retail
  - E-Bay



# LIVING HABITS HAVE CHANGED



- Inefficient settlement patterns
- Lack of core investment
- Empty storefronts
- Snowballing decline
- Missed opportunities -- whether historic buildings neglected or residents not attracted for lack of vision



# DOWNTOWNS HAVE TAKEN STOCK

Downtowns Need to Serve Their Communities And Expand Their Appeal by Capitalizing on

- Unique, local character
- Authentic, historic architecture
- Compact, walkable communities
- Engaged, active civic life
- Dynamic, mixed use public spaces





# RECENT RESEARCH SHOWS WHAT PEOPLE LIKE:



“Beautiful, small-town appeal, friendly people, historic, and traditional”.

“Charming small towns surrounded by beautiful countryside”.



“It captures the essence of the American ideal with beautiful scenery and many small towns where people of various cultures reside”.



# DOWNTOWN APPEAL

We have “Authentic” Downtowns

Americana at its Finest

Normal Rockwell Appeal

New Urban Communities  
Elsewhere Recreate What We  
Already Have

Life - and Downtowns - as They  
“Should” be - as We Like to  
Remember Them



# DOWNTOWN AFFILIATES, SRVVB & GSVCC: PARTNERSHIP MATTERS

Today's Economy Requires Partnerships

Enhancing and Promoting Downtown  
Amenities & Downtown Events  
Encourage Visitor Spending and  
Improve Quality of Life which Increase  
Property Values and Support  
Recruitment and Retention in the  
Region

Initiatives Include:

- History & Heritage
- Festivals
- Small Business Support
- Local Food
- Streetscapes and Beautification
- Long-range Visioning





# “LOCAL GEMS, REGIONAL RICHES”

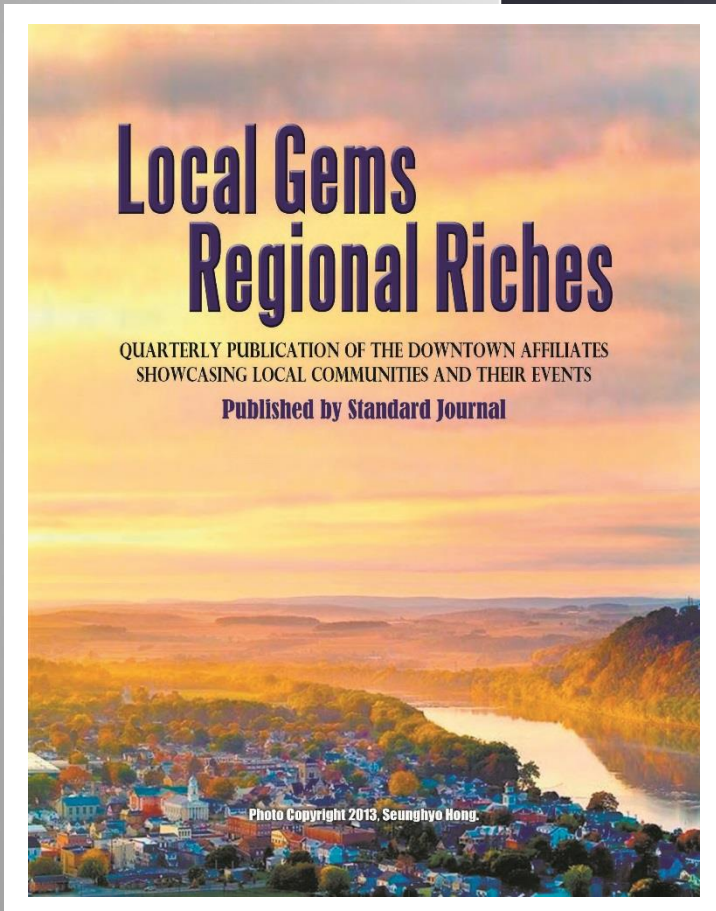
Newest Example of Partnering to Promote  
Our Downtowns to Visitors and Residents

Collaboration Between:

- Downtowns
- SRV Visitors Bureau
- GSV Chamber of Commerce

Play on the Visitors Bureau’s Tag Line -  
*“Every Town a Treasure”.*

Booklet now available online at [GSVCC.com](http://GSVCC.com)  
and in various locations in the area



# THE DOWNTOWNS OF TODAY



Are Destination unto Themselves  
Attracting Tourists

Require Constant Dedication to  
Marketing Themselves to Their Own  
Communities as Well as Visitors

Require Community Support and  
Spending to Survive

Healthy Downtowns Are Key to the  
Economic Vitality of our Region