
The Eight Principles Guiding Successful Downtown Revitalization Programs are:

- 1. Comprehensive.** A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.
- 2. Incremental.** Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex projects.
- 3. Self-Help.** The State can provide valuable direction and technical assistance, but only local leadership can breed long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- 4. Public/Private Partnership.** Every local Main Street™ program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.
- 5. Identifying and Capitalizing on Existing Assets.** Unique offerings and local assets provide the solid foundation for a successful Main Street™ initiative.
- 6. Quality.** From storefront design to promotional campaigns to special events, quality must be instilled in the organization.
- 7. Change.** Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street™ program will help shift public perceptions and practices to support and sustain the revitalization process.
- 8. Action Oriented.** Frequent visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic, improvements early in the process will remind the community that the revitalization effort is underway.