



## LaBelle Downtown Revitalization Corporation Main Street Four Point Approach

**Organization** involves building a framework that is represented by business and property owners, bankers, citizens, business associations, and public officials. Everyone works together to see revitalization occur.

**Promotion** creates excitement for the district. Street festivals, parades, retail events, and identity development are ways to encourage new customer traffic. Promotion involves marketing an enticing image to investors, shoppers, and visitors.

**Design** enhances the attractiveness of the business district. Historic building rehabilitation, new development, street clean-up, banners, landscaping and lighting all improve the physical setting of a business district as a quality place to shop, work, walk, and invest.

**Economic Vitality** involves analyzing market forces to develop long-term solutions to revitalization. New business, creative use of space, and sharpened competitiveness are outcomes of a more vital business district.