

Downtown Danville, Inc.

Become a volunteer to continue downtown revitalization!

More about the Design Committee: Design means getting Main Street into top physical shape. Capitalizing on its best assets such as historic buildings and pedestrian-oriented streets is just part of the story; an inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and long-term planning.

More about the Economic Restructuring Committee: Economic Restructuring strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.

More about the Organization Committee: Organization involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer-driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities but also builds consensus and cooperation among the various stakeholders.

More about the Promotion Committee: Promotion sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events and marketing campaigns carried out by local volunteers. These activities improve consumers and investor confidence in the district and encourage commercial activity and investment in the area.

For more information on how you can be a part of the solution, contact Downtown Danville, Inc.

149 N. Vermilion St.
Danville, IL 61832
www.downtowndanville.org
An Illinois Main Street community
Phone: 217-443-3886
Fax: 217-443-3872
E-mail: dana@downtowndanville.org