

# AMERICA DOWNTOWN® PROGRAM

Strengthening Your Local Economy

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## STRENGTHENING YOUR LOCAL ECONOMY

### DOWNTOWN ENHANCEMENT SOLUTION

NLC's America Downtown® Program, offered by HyettPalma, Inc., is a fee-based comprehensive technical assistance program that provides direct, hands-on help to city officials who want to start, refocus, or energize their downtown enhancement efforts.

### WARSAW, IN



### BENEFITS

- More private investment downtown
- More businesses downtown
- More jobs created
- More local tax revenues generated
- Sustainable downtown development
- Proven solution in more than 150 cities

### SERVICES PROVIDED

The America Downtown® Program offers a variety of services, either separately, in stages, or as a package that are implementation-oriented and very effective. The end product is not another downtown plan or study, but specific recommendations that local officials and community leaders can implement immediately.

### WHY AMERICA DOWNTOWN CITIES SUCCEED

An Action Agenda lays out a strategy for success that gives your city everything it needs to obtain great economic vitality. An open and inclusive outreach process is conducted to engage the entire community. The recommendations made are pragmatic, realistic and sustainable. A five-year, strategic, step-by-step course of action is recommended to enable your downtown to attain the community's vision.

### MORE INFORMATION

To learn more about this program, visit NLC's website at [www.nlc.org/enterpriseprograms](http://www.nlc.org/enterpriseprograms) or contact Denise Belser, Program Director, at [belser@nlc.org](mailto:belser@nlc.org) or (202) 626-3028.

This program is offered by HyettPalma, Inc. HyettPalma is the sole provider of services offered through the America Downtown® Program.