

10 REASONS TO Think downtown first



1. It's the place to be.

Run into neighbors, meet up with family and friends... Downtown is where people come together.



2. Historic buildings, tree-lined streets, small town charm: just a few examples of the unique character that can only be found downtown.



Did you know: customers are willing to spend 12 percent more to shop on tree-lined streets?

3. Wanna go green? Then go downtown.



Think about it: downtowns are great examples of environmental sustainability. Plus, simply by shopping downtown you are supporting re-use of existing commercial space and gaining access to locally-grown, produced, and manufactured items.

4. Downtown is a friendly place.

Who can resist smiling shopkeepers who know you by name?



5. Head downtown for local flavor.

The best cup of java, your favorite boutique, the perfect sandwich: they're all downtown.



6. Ever been to a parade in a mall parking lot?

Authentic experiences happen downtown. Concerts in the park, historic theaters, local festivals... the list goes on!



7. Downtown is the place where entrepreneurial spirit ignites into successful, flourishing businesses.

Think farmers markets, cafes, boutiques, independent bookstores, restaurants, and more.



8. What a great location!

Downtown is close enough that you can walk, scooter, jog, rollerblade, bike, hopscotch, or sashay to get there.



9. Downtown is the of the community.

Spread the love with this thought: non-profits receive an average of 350 percent more support from local businesses than non-locally-owned businesses.

10. Local sustainability.

When \$100 is spent in a local business, it generates \$68 more in revenue for the local economy. Compare that to a chain store, where only \$43 will get recirculated.



Think Downtown First, whether it's your downtown or someone else's. Take time to enjoy the tree-lined streets, wave to a passing neighbor, treat yourself to a bit of window shopping, meet a friend for dinner, find the perfect gift. There are so many great ways to support our Pennsylvania downtowns! *Keep it in the Keystone™: building community wealth across Pennsylvania, one downtown at a time.*