

Comp Plan/CAP Subcommittee Descriptions

Downtown Revitalization (Economic Development)

Summary: Historic downtowns were once the epicenter of a community's vibrancy where local commerce and community connectivity flourished.

Sadly, many historic downtowns show signs of neglect as new commercial developments drain older downtowns of businesses, workers and consumer foot traffic. Newer commercial districts also drain downtowns of badly needed investment to maintain the aesthetic and structural integrity of its once proud communal legacy.



The need to revitalize these often overlooked and neglected community centers are essential to reinforce a community's sense of pride, local business ownership, and economic vitality. Undertaking this task requires rethinking the purpose of older downtowns to successfully overcome today's franchise and internet shopping trends. Expanding upon current efforts and identifying new ways to repurpose and rejuvenate downtown is the task of this subcommittee.

Focus: This subcommittee will create wide-ranging ideas to leverage the recent efforts and reinvigorate Beaver Dam's main street as a place for community to gather day and night, seven days a week.

