

Ten Tips For Downtown Revitalization

by Craig Malin

- #1 **Involve Citizens First** - including kids
- #2 **Be Creative**
- #3 **Make New Tools**
- #4 **Demand Quality** – in design, implementation, public services
- #5 **Create Joyful Experiences**
visitor, investor & resident perspectives
- #6 **Public Investment Comes First (see #1)**
private investment WILL NOT (cannot) lead
- #7 **Be Daring**
- #8 **Believe**
 - a. if you don't believe in your community, no one else will
 - b. if you have non-believers on your team, its not a team
- #9 **Embrace Urbanity** - great cities are our best magic
- #10 **Demand & Support Committed Leadership**

