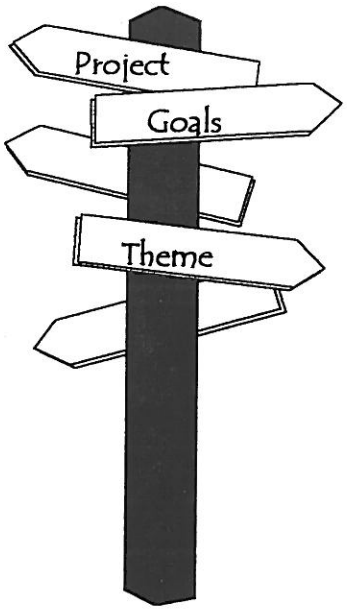

Project Goals & Overarching Theme

The six primary goals of the Sweet Home Resource Team included:

1. Create a mixed-use downtown district that offers a great experience for residents and tourists alike.
2. Rehab downtown buildings to make them more attractive and enticing to shoppers.
3. Create an inviting pedestrian atmosphere that encourages browsing and provides good linkages.
4. Strengthen existing businesses and recruit complementary businesses.
5. Provide enough easy to find parking to meet downtown's needs.
6. Encourage energy efficiency measures to help businesses' bottom line and overall performance.

The overarching theme for the Sweet Home Resource Team project was to build off the community's assets and recent successes.

Each member of the Resource Team undertook their tasks with these goals and theme in mind. The differing disciplines that each Team member brought to Sweet Home allowed them to address these goals in their own tailored way. Team recommendations and strategies are discussed in the sections that follow.