The Sweet Home Resource Team's Findings & Recommendations

General Recommendations for Moving Downtown Revitalization Efforts Forward

- The City, Sweet Home Economic Development Group, the Chamber and other appropriate groups should partner on both short and long-term revitalization projects, concentrating efforts on Sweet Home's traditional downtown core. Commercial sprawling development that rambles from downtown toward the lake continues to drain life from downtown. It will take strong community/ political will, and focused efforts, to 'bring downtown back.' Recent community successes, such as the new multi-purpose community center, police station, high school and Class A office space (at the west end of town) support the notion that Sweet Home can successfully undertake complex projects. Downtown revitalization is a long-term, incremental process and it will take collaboration, 'laser-beam' focus and clearly defined roles to succeed. Factors that weigh heavily in the success of downtown redevelopment include leadership, shared vision, a well thought-out and implementable plan, calculated risk-taking and perseverance. A strong sense of community, ownership and empowerment in Sweet Home are extremely valuable assets that can't be underestimated.
- It will be important for the community to remember that the proposed resort development will not be a cure-all for the community. Efforts should be concentrated on improving the downtown so that tourists and residents who are currently driving *through* downtown Sweet Home will want to stop and spend time (and money).