

## **Downtown Dynamic Unified Dream Statement**

2004

The Madison Downtown Business Dynamic is vibrant. It is a present and continuing golden opportunity for all levels of entrepreneurial partnerships. From sidewalk vendors to anchor businesses the mix is magnetic and draws people in. Diverse prices, quality products and a high level of service in a healthy competitive atmosphere consistently motivate new WOW retail and other business.

The downtown business community is characterized by dignity, respect, trust and kept promises. The flexibility and responsiveness of business leaders, community leaders, political leaders, and government staff supports a healthy business environment.

We have a visually inspiring, unique and welcoming urban place to live, work, shop, play, dine and dance. Downtown is a destination made up of a colorful, eclectic and balanced blend of successful local, regional and national offerings.

People move about the downtown in a linked web of easily traveled pedestrian, bicycle, and motorized corridors that connect the customer with our intriguing and varied business districts and clusters. This vibrant environment creates an excitement that enhances the wealth of our community experience.