

## **Vision 2010**

### **Downtown Hoisington**

Downtown Hoisington, the gateway to Cheyenne Bottoms, is the welcome center of this friendly, proud community. Bed and breakfast lodging, good food, and an internet café make this a first choice for the nature tourist and travelers of the Scenic Byway. Specialty shopping and services for the outdoor enthusiast, and many fine gift and home décor shops, line the smooth brick streets of this inviting community with a colorful past.

Enthusiastic leaders and a multitude of community partners desire to work together, support, and continually improve the quality of life demonstrated in a clean and visually pleasing full-service downtown. The history of Hoisington is exhibited in the loved and well-maintained buildings. Newly recruited and existing businesses are offered incentives and assistance in making incremental improvements, expansion into new product and service lines, and promoting and marketing to their distinct consumer base. Major transitions due to retirement or sale are recognized as potential and growth opportunity for others.

The Hoisington Main Street program leads the process to downtown revitalization; gaining partners involvement and support, while continually implementing the strategic plan as designed. Celebrations and news of success and progress will increase momentum and highlight the on-going cooperation of business and building owners, the City and County Government, and community partners.

Residents and neighboring communities enjoy convenient shopping for basic goods and services. They join visitors and travelers to experience downtown Hoisington as a social gathering place for coffee, ice cream, chocolates, and family events including the Labor Day celebration, birding festivals, and outdoor entertainment. Quality of life, good schools, healthcare, jobs, and a business friendly environment, make Downtown Hoisington the preferred option for new business ventures and for the retention of young people.