

# *Project Overview*

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**Greensburg  
Downtown Action Agenda 2004  
Indiana Downtown®  
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## II. PROJECT OVERVIEW

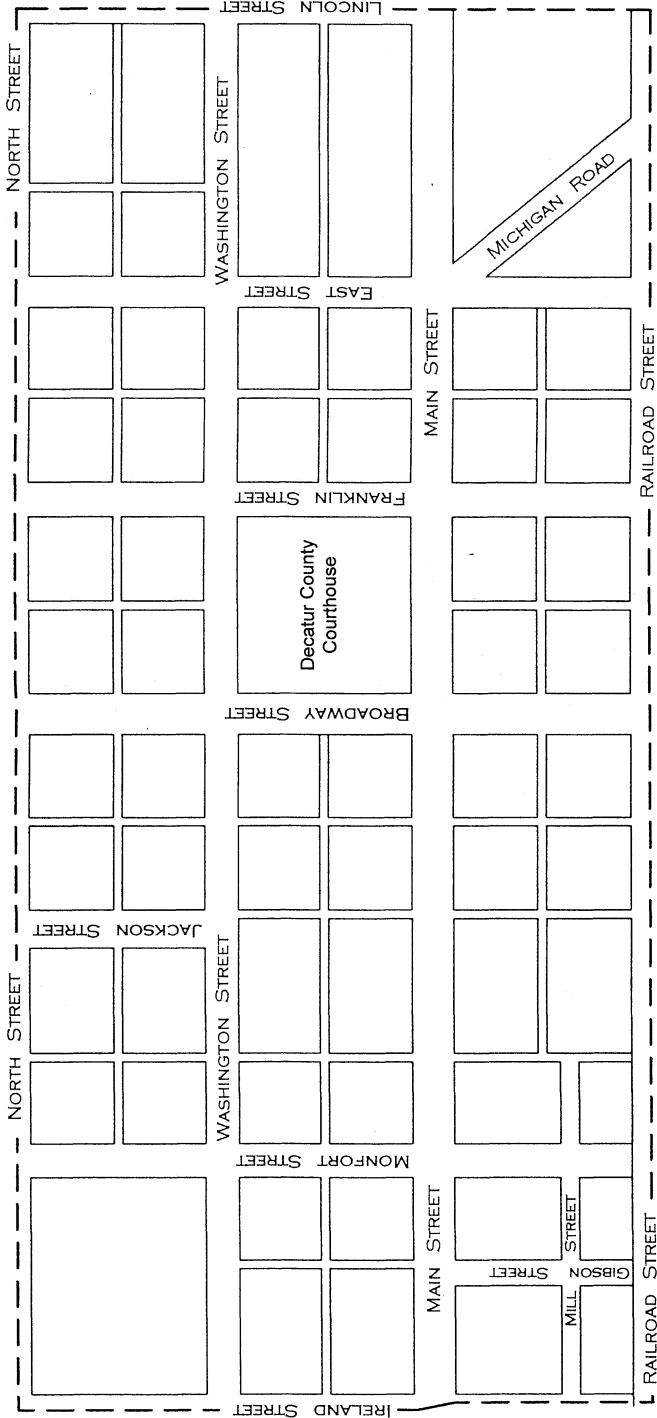
In 2004, the City of Greensburg determined that a Downtown enhancement strategy was needed to further revitalize Downtown Greensburg. The ***Greensburg Downtown Action Agenda 2004*** was defined with involvement from the City government, the local business sector, and members of the community. The ***Greensburg Downtown Action Agenda 2004*** shown in the following pages incorporates the desires, preferences, and concerns expressed by the people of Greensburg for their Downtown.

Based on the desires and concerns expressed by the people of Greensburg -- combined with a realistic analysis of Downtown's market potentials -- a ***Course of Action*** was defined for public and private sector implementation. The ***Course of Action*** is meant to enable Downtown Greensburg to reach the vision defined locally, to overcome the key issues it faces, and capture the identified market potentials.

Finally, this document contains advice regarding a private-public partnership. This is the vehicle that would be responsible for implementing the ***Course of Action*** in a timely and quality manner.

A map of Downtown Greensburg, as defined for this project, is shown on the following page.





# Downtown Greensburg

