

## Downtown Anderson – The Brightest Part of the Electric City of Anderson

Downtown Anderson is more than historic, its eclectic, vibrant, and moving forward. The convergence of old and new. Still known for its history Anderson was the first city in the south to transmit electricity over long distance lines. Downtown Anderson is in the middle of it all and has blossomed into a destination for all to enjoy. You will find many unique shops, museums, live theater, and cultural activities. Our restaurants offer an array of cuisines; pleasing to everyone's palate. Take a stroll Downtown and you will marvel at the architecture of our turn of the century buildings. Along your stroll you will see beautiful landscaping, water fountains, a courtyard, Generator Park and many pieces of public art. Downtown is also host to many events throughout the year.

All this did not happen by accident; the City developed a Downtown Master Plan that guides us in our revitalization process. Public and private investments are paramount to our success. The plan is based on four principles that include Organization, Design, Economic Restructuring and Promotions. Organization generally happens behind the scenes and includes the City's collaborative work with downtown businesses and organizations. Design is the most evident of the principles. It includes many elements that enhance the look of the Downtown. The City helps to recruit and retain downtown businesses as part of the Economic Restructuring principle. The last principle, Promotions, is like the glue for the other three. The branding, imaging and marketing of downtown are critical for the success of our revitalization efforts.

Our revitalization achievements have created a pedestrian friendly, aesthetically pleasing and safe environment designed for a great place to live, work and play!