



Community & Economic Development

Advancing the Economy, Image and Quality of Life

www.hagerstownmd.org

City of Hagerstown The City Center Plan & Strategic Directions

Vision

Create a viable city center for commerce and quality of life.

Mission

Enhance and strengthen the city center as a business, arts & entertainment, education and residential hub for the overall economic health of the region.

Strategic Directions

Market and Promote the City Center.

- Attract patrons to city center (both residents and non-residents) through existing and reconfigured events and promotions.
- Energize the youth and young professionals to embrace city center.
- Change the perceptions, community commitment and confidence in city center.

Retain and Expand Current Investment.

- Facilitate the retention and expansion of existing businesses in the city center.
- Encourage and support community organizations in their goals to strengthen city center.

Attract New Investment.

- Diversify & grow the resident population in city center.
- Extend awareness and utilization of incentive programs through outreach to developers and prospective businesses.
- Recruit employment centers expanding the daytime population that will support existing businesses and that will increase the demand for new city center businesses.
- Support entrepreneurial and small business development in the city center.

Improve the Physical Environment.

- Stimulate building renovations and enhancements in public-private partnerships.
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