

MAIN STREET WEST BRANCH VISION STATEMENT

In the future, West Branch will be an inviting place for all ages to shop, live, dine, meet and visit often. The community's pride in its architectural and cultural heritage will be evident in the well-maintained historic properties. New and returning visitors from the Hoover Complex and I-80 will be drawn to the busy and vibrant downtown. This increase of traffic will have a positive economic impact and will attract new compatible businesses to complement and enhance the existing retail, service and professional businesses providing more job opportunities.

Downtown, as the hub of community and commerce, will be a social gathering spot for local residents who take pride in its beauty and function.

West Branch will be known as an enjoyable, safe, and friendly destination.

MAIN STREET WEST BRANCH MISSION STATEMENT

The mission of Main Street West Branch is to improve the social and economic well-being of our community by discovering and utilizing the unique identity, assets and character of West Branch using the Main Street Four Point Approach.