

## Benefit/ Value/ Investment/Opportunity Highlights

### **Benefits** (A thing that helps; an activity to benefit a cause)

- Will provide important retail, specialty services, shops and eating establishments that are not supported today
- Offers varying career opportunities that are not offered today
- Offers job alternatives to retain younger residents and families
- Existing businesses will see an increase in their services
- Access to entertainment

### **Value** (The worth of a thing; something regarded as desirable or worthy)

- Monies from increased tax base will go to the school districts
- Increased retail spending in the area
- Increases the quality of life
- Provides a wider variety of services and shopping choices we do not have today
- Offers a way to stop the retail leakage

### **Investment** (The placing of resources in hope of profit)

- Supports expansion of local businesses
- Increases employment opportunities
- Will keep substantial money in our city and county that would otherwise go to the next community
- Will improve the community through continued business development
- Growth of families in the community (Currently 26.2% work inside the Cass County but live elsewhere)
- Builds infrastructure to access initial development and provides easy access from downtown area to Wiles Crossing/Highway 75
- Supports a strategy to continue to build on multiple development properties and continued growth

### **Opportunity** (An advantageous occasion or time)

- Increases Employment Opportunities (Currently 66.2% live in Cass County but work outside)
- Provides new and existing opportunities for those who want to expand in the area
- Provides **several hundred** new job opportunities for residents
- Spurs community expansion and continued development that will help our city tax base grow