

### **Shortcuts don't work.**

City leaders often promote 'silver-bullet' projects hoping to drive economic development. These quick fixes are often ineffective and may result in negative long-term economic impacts.

### **What are silver-bullet projects?**

Silver bullets are typically large, stand-alone projects that require a commitment of scarce public funds and fail to spark substantial private investment. These projects are usually approved without sufficient public review and in the absence of a comprehensive revitalization strategy.

### **What are examples of silver-bullet projects?**

Silver bullet projects may include:

- Public parking structures in the wrong location
- Large retail developments or lifestyle centers outside the downtown core that compete with downtown 'main street' retail
- Stadium or arena
- Themed entertainment district
- Convention center without a 'headquarters' hotel
- Streetscape beautification projects
- Freeway expansion
- Signature or iconic architecture
- Civic center/museum/performing arts center

### **What are the consequences of silver bullet projects?**

The failure of silver bullet projects often results in:

- The inability of government to promote a progressive agenda because of public distrust
- Difficulty in funding critical public expenditures because silver bullets have used up available public funds

### **How do you avoid silver-bullet projects while promoting long-term success?**

Developing a downtown revitalization plan is the best solution to long-term economic success. Without direction, piecemeal development will occur and communities will experience increased physical and economic challenges for years to come.



*The Lone Ranger would arrive from nowhere, miraculously overcome evil, and depart—leaving behind only a silver bullet and echoes of “Who was that masked man?”*