

A vision statement is a vivid idealized description of a desired outcome that inspires, energizes and helps create a mental picture of a specific outcome.

Vision Statement

This committee's vision is to make downtown Plymouth truly the place people want to be-live, work, invest, visit and enjoy.

This committee feels that downtown Plymouth is the crossroads, an economic asset that contributes to our entire community by preserving the quality of life and aesthetic values that make Plymouth unique. This committee envisions the future of Plymouth lies in the recreation of its vibrant past, a future in which Plymouth is re-established as the "Hub City". The restoration of Plymouth's historic roots as the hub of the cheese industry, as well as for recreation, transportation, dining and culture in the region will be the economic generator to revitalize downtown. Plymouth will become a pedestrian friendly 24 hour city that puts people on the streets during the day and evening hours, alive with performing arts, entertainment, specialty events, heritage tourism, dining, retail and recreation. Plymouth will continue to be a destination for the antique shoppers, while the antique shops provide the ambiance of the city, businesses in the historic buildings of downtown will offer elegant hotel rooms, bed and breakfast, dining, and retail. The Plymouth Center will be home to classical theatre, music and art. A refurbished utilities building along the river corridor and bike trail will capitalize on the city's geographic location near the kettle moraine and become a destination for bikers, hikers and shoppers. We will look again at the Mullet River as an asset to the community. Reestablish the relationship between Mill Street and the Mullet River by where ever possible facilitating public access through and around buildings to the river. Orient downtown toward the river through activities, future development, traffic planning, and especially with landscaping and pedestrian access.

We envision long term revitalization that establishes a traditional central business district which will create and retains jobs, supports local families, keep profits in the community, and provide for a strong tax base that is less dependent upon residential taxes for financial stability of local government and schools. Finally, and maybe most importantly we envision a vital strong downtown creating a "sense of place" that describes the character of the community. Plymouth can be that vibrant downtown that provides a "sense of place" which can be that critical element behind location decisions being made by entrepreneurs, innovators, and creators of the economy.